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SPECIAL INTERVIEW

Yuki Tanaka
(Executive Director of the Japan National
Tourism Organization)

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Cover
Travel Photo
www.travelphoto.com
The theme at the cover of this month's issue is "Travel Around Japan". To find out more about it, check out the "Ob Traveler Note" from page 1.

PEOPLE

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Despite the disaster two years ago, many tourists still go to Japan to explore its wonders and just have fun. To guide those who wish to visit, Yuki Tanaka, Executive Director of the Japan National Tourism Organization (JNTO), gives you extensive information about safety concerns, recent highlights and travel tips.



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"By the end of last year American tourists were back to pre-earthquake levels, and are possibly surpassing those now." — YUKI TANAKA



Geographically isolated and historically having adopted unique governing systems, Japan developed its own traditions and culture. Despite the disaster two years ago, many tourists still go to the country to explore its wonders and past history. To guide those who wish to visit Japan, Yuki Tanaka, Executive Director of the Japan National Tourism Organization (JNTO), gives you extensive information about safety concerns, recent highlights and travel tips.

What is the main function of the JNTO?

Our main goal is to promote Japan for the purpose of attracting American tourists. We attend events like the recent Japan Week and travel shows, as well as carry out community and business talks for those in the travel industry. We are also active through our website and social networking sites such as Facebook, which we use as sources to disseminate information. We periodically issue press releases which precisely concern information from Japan regarding Japanese tourism, such as specific spots to visit. We also pub-

lish information from travel agencies and advertising agencies regarding special deals and products. In addition, we will post interesting articles about Japan to share with viewers.

Just over two years have passed since the Great East Japan Earthquake. What was handling that crisis like and how you seen a rebound in the number of American tourists?

Immediately following the earthquake we received many requests for information regarding conditions in Japan, and from people expressing their concern about safety. However, by the middle of last year we began rarely getting any kind of communication regarding safety issues. From either those in the industry or general tourists. There are some people who still worry, and since the earthquake we have been listing travel advances on our website containing information regarding earthquakes or radiation levels. This latter is what people are most concerned about, so we provide the measured radiation levels. We do a comparison to other cities throughout the world like Seoul,

and Beijing, and Sendai (Miyagi) Prefecture, part of the region where the earthquake hit, has lower levels than those places. It helps for people to feel better when they have concrete proof in the form of substantial numbers.

Following the earthquake, people seemed to avoid information that came directly from the Japanese government. Rather than using it as a source, we tended to use independent organizations such as the International Atomic Energy Agency (IAEA) to assure readers that the information was objectively researched. If that information had come from a Japanese source, its credibility might be questioned. Right after the earthquake, we had international media go to report in places like Sendai Airport and see for themselves that things were safe. They posted videos on their respective publications' homepages showing people walking through the city and going about their daily lives. We also entreated employees from travel agencies to come see the situation in tourist areas and then appeal to Americans that everything was functioning normally.

We had previously linked to the State Department travel alerts for Japan but they had been issuing since the earthquake, as this information put Americans most at ease. However, since around April of last year the Japan travel alert was lifted. Having it be and officially by the State Department that there is no problem had a reasonably large effect. The number of American tourists went down 22% right after the 2011 earthquake, but by the end of last year they were back to pre-earthquake levels and are possibly surpassing those now.

Even though there is no longer any particular danger regarding travel in Japan, we update the site at a rate of twice a week to make sure our readers know they are getting the newest information.

Are there any little known services you sug-

good tourists in Japan take advantage of?

Kyoto is a popular tourist spot so they have a group called the Good Samurais Club. This is an student organization of volunteer guides whose policy is to be kind to strangers. If they see tourists having trouble they will help or just stop to say hello. This is a way for people to cut costs during their trip to Japan, as well as a way to overcome the difficulty of getting around without knowing Japanese. If there is a need for this service, we will direct tourists to the Good Samurais homepage where they can make an online reservation.

Last fall we launched a website campaign that highlighted how to affordably visit Japan. We filmed a series of several short videos with themes like transportation and food, and translated them for each category that could be enjoyed for only \$180 per day. I think people still have the image of Japan from the 1980's, when Tokyo was thought of as the most expensive city in the world. Despite the fact that has changed, when people think of going today they often expect it to be expensive. However you can find nice lodging such as a business hotel for less than \$100. Of course those who want a luxury hotel can find those too, but many foreigners find the capsule hotel experience interesting. When it comes to eating out, you don't need to tip and places like *Unkoya* (Unkapanpo pub) offer many types of delicious food and drink to make a meal that won't break your budget. We included this kind of know-how in these promotion videos, so I hope people will check them out for some hints as to how to cheaply enjoy their time in Japan.

What are some special events going on this year in Japan?

The Saito Matsuri held once every three years, is especially popular among Westerners. This is an international art festival that takes place on Noshima and other islands in the Seto Inland Sea, at locations like the former *Inada Ando Museum*. Artists come from all over the world for this event and display their work outdoors. The spring season began on March 20, and there will be summer and fall segments later in the year. Another highlight is the rebuilding of the iconic *Ise Shrine*, which takes place once every 20 years. I believe the ceremony itself can only be attended by related parties, but there are other traditional construction events that will be occurring throughout the year that would be open

to the public. This is a historical ceremony that is not geared toward tourists, but we do receive many inquiries regarding it.

One more interesting offering this year is the new "Seven Stars in Kyoto" Cruise Train from JR Kyushu, which is known for putting effort into creating unique interiors using locally produced materials and locally developed craft techniques. The theme is based on the Orient Express, and on this train you can stay in a suite room with a shower, have a fancy dinner and have fine music. This luxury train is currently under construction, and service will begin in October with 12 night packages. It will take visitors to famous areas like *Kyoto* and *Yufuin*, allowing them to enjoy *Kyoto* while journeying throughout the island. That concept has not previously existed in Japan in regard to train travel. Domestic reservations have already sold out for October to April, and starting next April JR Kyushu plans to begin overseas sales.

Personally what are some spots in Japan that you personally recommend for Chepsticks NY readers?

"Dotonbori" (the basement food hills of department stores) are a big hit, even among wealthy travelers. A place with fabulous dotonbori is *Tokyo Station*, which just underwent a removed and reopened at the end of last October. The station was restored to its pre-war state, and the *Tokyo Station Hotel* was also renovated. Inside the station are the *Ramen Yokochi* (Street) and *an-ekiten* (Bento boxes sold in Japanese train stations) dedicated shop with dishes from all over the country. There is also *Okinawa Land*, Japan's first confectionary-themed retail zone, as well as a *Studio Ghibli* store for anime fans which sells *Totoro* and other related goods.

Close to where I grew up in *Yanaka*, a historic neighborhood made up of the districts of *Yanaka*, *Nesu* and *Sendagi*. Here you can find narrow, winding streets lined with houses and the sound of wind chimes reminiscent of the Edo Period. There are mom-and-pop candy stores and old-style stores with bamboo were and other handicrafts, which are skillfully made alongside shops with more modern offerings. This is a great area to just walk around and soak up the atmosphere.



**(c) Experience & Preference Tourism Federation JNTO
Ricardo Domingos/EspacioPhoto**



Newly renovated Tokyo Station



A shop in Tokyo's Yanaka with "Totoro" figurines over the counter



The Yanaka area in Tokyo has an old-style atmosphere

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All things new from stores, products, services to events

BEAUTY

Dr.Ci:Labo Rescues Skin Once Again

The latest offering from Dr.Ci:Labo, a Tokyo-based cosmetics company whose products are developed by dermatologists, is the new Aqua-In-Derm Super-Essence. This beauty lotion is for post face-washing, and it serves as a pre-moisturizing toner that is both soft and easy to use as part of daily skin care. In comparison to when not using the product, it helps to create patches for penetration of up to an amazing 900% of the ingredients that follow.

Aqua-In-Derm Super-Essence is formulated with In-Derm Force ingredients which contain dead salts, as well as water containing eight different electrically charged amino acids; components of natural moisture reg factor; PCA-Na; and many skin-derived minerals. The three-penetration systems employed by Aqua-In-Derm Super-Essence allow large-scale penetration of valuable constituents.

This product is recommended for consumers whose skin lacks vitality, whose current skin care regimen is not effective or those who just want to improve the quality of their skin care routine.

Dr.Ci:Labo | www.ci-labo.com



By implementing electrical polarization, companies which were unable to effectively create penetration of one side could now create both sides being penetration into the skin. In addition, Aqua-In-Derm Super-Essence can penetrate into damaged skin cells and enhance skin condition.

BEAUTY

Mist Technology Improves Hair Services

Every stylist knows that in hair care, the root of all beauty is healthy hair. Hair stylists and salon owners alike can anticipate a new hair treatment machine by world leader in salon and spa design, equipment and manufacturer TAKARA BELMONT CORPORATION. Their latest, Spa Mist II is a head spa and treatment apparatus that uses a soft, microscopic mist to penetrate the scalp and hair. While not a recent concept, the use of mist may reappear now in the U.S., where shown at the moment, but it is growing in popularity and a perfect pairing for Head Spa treatments.

Spa Mist II features an ultrasonic transducer that generates a fine mist of microscopic water particles where both quantity and temperature can be finely controlled for the best treatment and relaxation experience. Mists and heat open up pores to clean the scalp, and achieve healthy, beautiful hair. In addition to services such as head spas, hair treatments and hand care, the use of mist also helps coloring dye to penetrate the hair to last longer as well as makes curls more defined in a shorter amount of time, allowing salons to offer more meaningful services to their clients.

Spa Mist II is a perfect combination with Takara Belmont's RS8 shampoo chair, featuring a bowl design ideal for sheets shampoo. Spa Mist II is being introduced in salons in the NY area.



Spa Mist II generates a fine mist of microscopic water particles that have tremendous power for hair treatments, coloring perms or even no head spa. Shampoo massage effect of RS8 shampoo chair multiplies the retention whereby used with Spa Mist II.



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BOOK

Interactive Kids Book: Things to Do with Domo

Don't you know Domo-kun? If you haven't already, you're sure to recognize the funny, squishy brown creature with a cap-toothed grin. Domo-kun first appeared as a mascot for Japanese public broadcaster NHK in a series of stop-motion sketches, and is a cartoon that has gained popularity in the U.S. with the English version airing on Nickelodeon. As if toys, clothes and accessories weren't enough, this beloved international phenomenon now has his own fun and interactive activity book dedicated to all things Domo. Things to Do with Domo. Tally sixteen colorful spreads of Domo activities created from fan-designed craft projects like Domo cakes, Domo bento boxes, Domo costumes and more. Also comes with Domo-themed temporary tattoos, Domo cubes and Domo sandal sheet included.



Author image:
www.adriennebooks.com

Don't you know Domo-kun? If you haven't already, you're sure to recognize the funny, squishy brown creature with a cap-toothed grin. Domo-kun first appeared as a mascot for Japanese public broadcaster NHK in a series of stop-motion sketches, and is a cartoon that has gained popularity in the U.S. with the English version airing on Nickelodeon. As if toys, clothes and accessories

SHOP

The 6th and 7th UNIQLO Stores Opening in the NY Suburbs

March followed by a second store in Waukesha's Ridge Hill in Yankee in April. "Opening on such a strong dedicated fan base from our Manhattan flag-shops, it was a natural progression to look further out into the Tri-State area for our next location," said Shin Otsuka, Group Officer of Real Retailing Group, D&P of UNIQLO USA.

UNIQLO, acknowledged for vanity materials such as affordable costumes, light and warm fabrics, innovative HEATTECH and Ultra Light Down, is now shifting gear toward spring/summer seasons with items perfectly fit for the time. A colorful pallet of Ultra Stretch denim and Premium Linen is currently catching everyone's eye, and UT, a UNIQLO printed T-shirt collection is a collaboration with renowned artists, designers, comic characters and manga/motorists, inspiring wacky fashion aficionados. Particularly, their original summer fabrics, AIRism, offered in tanks, polos and T-shirts will blow you away with its exceptional cooling and drying effects.

In line with their "Made-for All" philosophy, each store carries an array of men's, women's, kids and babies collections to cater to local customers. At the opening day of the Palisade Center location, store manager Francis Spiegel said, "The Rockland County area is located in a very family oriented and this mall not only offers a shopping experience but also entertainment, which is a day for the family. So it's perfect for UNIQLO." Casual clothing for all family members are now offered at UNIQLO.



At 17,000 total square feet, UNIQLO's 12th Palisades Center opened its doors to Monday. A festive week of sales, grand opening events in the most popular categories brought in record foot traffic.



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1 Ridge Hill Rd.
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www.uniqlo.com



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TRAVEL AROUND JAPAN

Hottest Events and Destinations This Summer and Fall

Although Tokyo, Kyoto and Osaka are some of the most popular tourist destinations in Japan, there is more to see and explore with unique, diversified regional features. Here Chopsticks NY offers some of the must-see events and destinations this summer/fall travel season.

JAPAN ON WHEELS — AN INTERVIEW WITH CHARLES R. SCOTT

Charles R. Scott is an adventurist and author of *Rising Son*, a travelogue about a 2,500-mile long father-and-son bike-ride trip around Japan. An interview with him provides useful trip tips and insightful observations about Japan.



Hottest Events and Destinations This Summer and Fall



Offering a compact blend of pop culture, high tech infrastructure, historic landmarks and amazing foods, Tokyo, Kyoto and Osaka are some of the most popular foreign tourist destinations in Japan. However, there are a lot more places that can provide you with deep travel experiences and areas to explore throughout Japan. Here Chopsticks NY introduces must-see events and destinations this summer/fall travel season.

Summer is the season during which regional *matsuri* (festivals) in Japan abound. Naturally, it's the best time for tourists to get a sense of the Japanese culture and feel its energy. Each region has developed different styles according to its local culture, but many of the summer festivals in Japan are related to *obon* (the Buddhist bon festival that honors the spirits of one's ancestors) customs and share some similarities. During the obon season, a short period of time in the late summer, people welcome and bid goodbye to their ancestral spirits by lighting fires. Therefore at festivals the Japanese make use of lanterns and fire to be visible at night.

Some notable examples are the **Nebuta Matsuri** in Aomori, the **Koenji Matsuri** in Akita, and the **Gion Okunitama** in Kyoto, which all take place in August. Aomori's Nebuta matsuri is famous for having a parade of more than 20 large, dynamic lantern floats that depict fighting scenes. Each float is accompanied by "yakusha" (actors who dance while to unique "chimuchi" festival music). The Nebuta attracts 4 million spectators every year. Akita's Koenji also features lanterns, but this one features long poles with 48 lanterns arranged to resemble ears of rice. Each pole, which weighs 110 pounds, must be borne by one man and he needs to cultivate skills to be able to balance it on his shoulders, hips and hands. The Koenji Festival has 1 million attendees. At Kyoto's Gion Matsuri, also known as Gionyomi, the big bonfires are lit on the mountains of the city. Starting at 8 pm each bonfire is lit up one by one and takes the shape of a different Chinese character, providing a spectacular view. Prior to the Gion Matsuri Kyoto also attracts a lot of tourists in July with its lavish *Gion Matsuri*, a parade of gorgeous floats.



In looking at the hot destinations, the areas surrounding the Seto Inland Sea (Seto Inland Sea) are gaining particular attention this year. The highlight is the **Setouchi Triennale 2013**,

a large scale international art festival taking place on 17 islands in the Seto Inland Sea. This includes a famous art site, Naoshima, as well as Takamatsu City in Kagawa Prefecture and Uno Port in Okayama Prefecture. As its name indicates the Triennale encompasses three seasons: spring (March 23-April 27), summer (July 20-September 8), and fall (October 5-November 4), and each season showcases artwork and events from over 200 artists from 22 countries and regions. During these periods the 12 small islands themselves are turned into art, and nature becomes one. Although the spring portion is over, there is much more to see during the rest of the year. The recently opened Ando Museum in Naoshima, a project by world renowned architect Tadao Ando, is one good reason to visit. Designed out of a renovated 100-year old private house, the museum allows visitors to enjoy its artwork along with the natural light coming in through the openings and slots which have been strategically arranged.

If you would like to visit the Triennale summer portion, you should head to a quarter of a mile south and enjoy the **Awa Odori Dance Festival** in Takamatsu. Prefecture. A Japanese dance festival taking place from August 13-15 attracts over 1.3 million tourists. If you choose the fall portion, you should head west and drop by the **Saka Matsuri** in Higashimikawa City. Observed on October 12/13 this year, it is the 2nd annual festival offering sales and local food offerings, live performances, parades and events, as well as hours of fun neighboring breweries.

Whether you are a first time traveller to Japan or a repeat visitor, all of these destinations will never fail to satisfy you. They are also great introductions to real life in Japan.

Info

- Nebuta Matsuri: www.visit-aomori.jp/en/obon/nebuta.html
- Koenji Matsuri: www.visit-akita.jp/gion-matsuri.html
- Gion Matsuri: www.visitkyoto.jp/gionmatsuri.html
- Setouchi Triennale 2013: [www.setouchi-triennale.com/](http://setouchi-triennale.com/)
- Naoshima Ando Museum: www.setouchi-triennale.com/ando-museum.html

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JAPAN ON WHEELS



According to Charles R. Scott, author of *Rising Son*, the best way to see Japan is by bicycle. He and his eight-year-old son, Sha, spent sixty-seven days exploring the country from north to south under the power of their own two legs. From this unique adventure they gathered information and experiences useful to all trip planners be it a family of four or a solo adventurist. Chopsticks NY sat down with Charles to get his insights.



Charles Scott and his son Sha with their bicycles on the 13-mile route connecting the Inuyama Shimanami Kaido cycling path, and the world's longest series of suspension bridges.

What are the particular challenges and rewards for a foreigner traveling through Japan by bicycle?

Japan is an excellent country to experience on a bike. The infrastructure for bicycles in the cities is great. Kyoto is one of the best because there are so many things to see and the riding isn't strenuous. The rugged Shonan Peninsula or Islands is an adventure cyclist's paradise. Like most destinations, weather can be a challenge. Also speaking some of the language makes it easier to get by, but Japanese people are always willing to help a traveler even if they don't speak English.



Traveling about a 2,500-mile long, three-end-can take-nike-top-around Japan by Mt. Scott is available on Amazon.com

Where have any events that caught you off guard or forced you to change your plans?

Because we were on bikes, I didn't make reservations in advance and I kept underestimating how long it would take us to travel from one place to the next, which resulted in some surprises. For example, Awa Odori is the Independence Festival in Japan. It's 300+ hundred years old and lasts three days, most I visited took accommodations several months ahead. She and I didn't know a thing about it until we were already on the ferry to Tokushima where the festival takes place. With a lot of luck we were able to find an available room right in the middle of everything! Another time there was a massive storm we were trying to cycle through. Ended up having to force a resort to let us camp on the grounds.

As a parent were there any difficult educational moments? She was supposed to share your trip?

While visiting with a friend, he overheard mention of the North Korean kidnappings that occurred in the 1970's and 80's. He was clearly affected when he heard that one woman, Megumi, who was probably

abducted in order to teach Japanese to North Koreans. We also visited the war museum in Hiroshima. We saw the effects of a bomb hitting a city. As a father holding a son's hand, it was very difficult for me.

What are some of the must-do activities?

Visiting an onsen is a definite and if you don't try the local cuisine, you're missing a whole lot. Eat fresh seafood - it is a favorite of mine. Of course visit Tokyo and Kyoto. In those places you should try staying in a capsule hotel and ryokan. Also visit Tsukiji fish market, leave the cities and try Nikko, Hakone or Kamakura. A lot of foreigners are starting to visit Mount Koya, which is the center of Shingon Buddhism. They stay in old temples and experience the life of a monk. Renting bikes and cycling the five bridges of the Shimanami Kaido from Shikoku to Honshu is also hugely popular.

Do you have any travel tips for those who are planning to travel to Japan?

Go around by bicycle. Instead of staying and eating in nice hotels, follow the salary men, they know the best and least expensive places to eat. Hotel chains designed for them are another likely option. Get a map of michi no eki, which is a network of road stations across Japan. They often have places to sleep, eat, food for sale and great information for travelers. Visit in April for cherry blossoms and the summer is fantastic for fireworks.

Charles R. Scott is a writer and adventurer whose journey in New York City with his wife and two children, the love traveled to forty countries and lived in Japan for two years. Since his journey with his 2008 key book completed similar trips with his two children to Ireland, Germany, Switzerland and France. After leaving a long career at Intel Corporation in 2001, Scott decided to leave his home writing, speaking and completing numerous educational lectures related to environmental issues. In 2008 Charles and Sha were named Climate Heroes by the United Nations.

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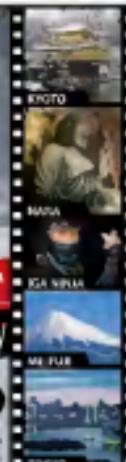


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The World Heritage Sites of Japan

SACRED SITES AND PILGRIMAGE ROUTES
IN THE KII MOUNTAIN RANGE

(Recognized by UNESCO in 2004)

The Kii Mountains stretch over three prefectures—Mie, Nara and Wakayama, and the three sacred sites in the area are considered by pilgrimage routes that lead to the ancient capitals of Nara and Kyoto. One of the three sacred sites, the Yamada and Omine site, has deep mountain red temples in the wooded center of Shingonji, the Japanese religion that combines Shintoism, Buddhism, Taoism, and mountain worship. Another site, Samano Shrine, is the local shrine of 3,800 shrines known as the Kansan Jizai Shrine. Koyasan, another site, is the deep forest where Koyasan-ji Temple, the head temple of Shingonji, is situated. The World Heritage Site has exceptional importance in the development of Japanese religion culture over one thousand years.

Photo courtesy of New York City Tourism Board
<http://www.visitnewyork.com>



KOTO: A TRADITIONAL MUSIC INSTRUMENT REINVENTING ITSELF



Fingers swiftly running along the strings, body delicately swaying with notes, eyes alert supervising the scene like a conductor, koto is an instrument which embraces all senses. Imported from China during the 7th century, Koto has since become an emblematic Japanese musical instrument. Its long hollow structure made of paulownia wood and traditionally mounted by 13 silk strings falls into the zither family. It was initially played at the Chinese imperial court and then adopted by the Buddhist monks in Buddhist temples. Its popularity developed outside of the religious circles and ultimately became one of the prominent symbols of Japan.

I was extremely excited when Masayo Ishigure sensei, a master koto player based in New York, offered to guide me through the initial basic steps of koto playing. Koto players gain a full knowledge of their instrument at every session. Before starting to play, the musician sets 13 plastic bridges "ji" under each string at various positions. These bridges along with an electronic tuner allow the musician to tune his instrument depending on which pitch he intends to play. The basic tuning of the koto is called *he joshi*.

While playing, the musician may need to slide bridges to create new tunings for various parts of the piece, particularly for contemporary scores. Ishigure sensei, explains: "Nothing is preset in koto. The musician has to create the sound". Ishigure sensei and I agreed that a piece such as the famous "Sakura" would be ideal to spark my musical sense.

The music sheet is unlike any western composition. 13 lines, from the number 1 to the number 13, are laid out from top to bottom, and right to left. Each number corresponds to a string on the koto and additional characters indicate musical tempo and pauses in the melody.

The musician's right arm is positioned as an L shape with fingers landing on the extreme right side of the strings. The strings are plucked with three very picks called "tsure" attached to the thumb, index and middle finger. The shape of the tsure depends on the koto school the musician learned from. Ishigure sensei places the frames on my fingers and I already feel like a pro! Seated behind the instrument I take a deep breath and hope that the Japanese

music muse guides me... I surprisingly manage to correctly hit the first few notes but the victory is short lived! As the melody becomes more complex, I understand that the art of koto is only seemingly simple. Many exceptions to the rules come into play. For example, the sonority of a note can be modified with the left hand by strongly holding the string down while it is plucked.

Ishigure sensei has learned traditional Japanese scores since childhood. In New York, she experiments with more contemporary pieces, merging jazz elements, improvisations and modern instruments' ensemble to her techniques and concerts. She believes that the full expression of koto is better transmitted with modern elements added to the traditional art.

The future of koto will undoubtedly be shaped by the newer generations of musicians who find a balance between the ancient art and its contemporary adaptations. But the concern that's guiding them all remains the same: giving the audience the widest and most exciting range of musical emotions.

— Reported by Rebi Pental-Cirer

Masayo Ishigure at Genshu Koto Academy New York
In-person or online lessons by appointment only
www.ishigurekoto.com
masayokoto@ymail.com



▲ Ishigure sensei and the koto ensemble perform in the most prestigious music halls and cultural events.



▲ The koto player's position is very important to sit down close and strong enough for the audience.

● The shape of the tsure differs depending on the school tradition. ISHIGURE musicians play with square-shaped tsure located vertically. ISHIGURE used a triangle tsure.



● Saddle not in saddleback form, which means that the character are very flat (not solid) and its empty (not a resonated by guitars as the strings).

summer programs that brush up your skills

New Yorkers have just started enjoying spring weather, and it's getting warmer day by day. This means it is the time to plan ahead for summer. Chopsticks NY introduces summer programs, camps and classes that will help you brush up your skills and expand your knowledge.

featured schools

Keio Academy of New York

- Spend Summer in an Intensive, Cross-Cultural Program

Language House

- Perfectly Addressing Students' Japanese Needs

Spend Summer in an Intensive, Cross-Cultural Program Keio Academy of New York

Teenagers have the ability to absorb everything and the environment they are immersed in is extremely important. Keio Academy of New York, the leading school for bilingual/bicultural education offers the ideal summer program for students who seek cross-cultural experiences.

Open to middle and high school students, Keio Academy of New York US-JAPAN Summer Cultural Experience 2013 provides the perfect setting for learning Japanese/English, offering students hands-on opportunities for experiencing community as well as opportunities to recognize, explore, and express their unique skills, strengths, and

perspectives. In this intensive two-week program from July 21 to August 3, participants will work on digital media production in small groups led by OCTV-a NY-based media company. Through the program, participants will enhance their cross-cultural understanding and improve their communication skills by having both English and Japanese native speakers working together on group activities. Participants will take English as a Second Language (ESL) or Japanese as a Second Language (JSL) classes as well as five elective classes including ESL, Through Photography For Culture, English Through Music, and United States and Japanese Government.



Since its inception in 2008, Keio's summer program has been evolving. This year there are more language-focused classes such as Creative Writing and TSEI Preparation, and more creative activities, including a Dance Workshop. This summer at Keio is sure to be exceptional and memorable.

Keio Academy of New York Summer Program Administration Office

3 College Rd., Purchase, NY 10577

Tel: 641-781-8554 | www.keio.edu/english/summerprogram

Students' Voice

"Totally enjoyed the two weeks that I spent at Keio. I made many friends who live in both Japan and America, and this camp encouraged me to learn more Japanese and eventually hopefully become bilingual."

"Keio Bilingual Summer Program was really a fantastic experience to have during the marvelous summer break. That camp is definitely impossible to forget. All my friends I made, the memories we had, will always be in my heart. That camp was two weeks of action and a learning experience that I will never forget."

Parent's Voice

"The most impressive fact about the Keio Bilingual Summer Program is that all participants are equal. The program is organized with a really great balance between American and Japanese culture."

KEIO ACADEMY of NEW YORK US-JAPAN Summer Cultural Experience

■ Date: July 21 (Sun) – August 3 (Sat) 2013

■ Highlights: Cultural Exchange with students from Japan, Video Production Workshop focusing on various neighborhoods of New York City Japanese Language Classes (for novices, beginners to advanced), Elective Classes (Japanese History, Current Affairs and Arts & Culture etc), Elementary Cultural Experiences (Japanese noodle "somen-making", martial arts workshops, line dancing and bell), and much more!, Sports Activities, and Field Trips

■ Participants: 90 Participants (Residential Program) (A limited number of day student slots are available)

■ Ages: Middle & High School Students

■ Program Fees: \$3,000 residence, \$2,000 day student
Financial aids available, please inquire. The above fee applies to native English Language speakers.

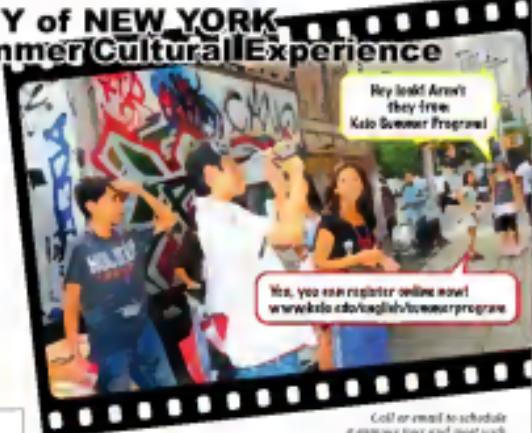


RSVP and
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3 College Rd., Purchase, NY 10577
Tel: 641-781-8554

E-mail: keioacademy@keio.org
<http://www.keio.edu/english/summerprogram>



Call or email to schedule
a campus tour and meet with
a Summer Program Representative

Perfectly Addressing Students' Japanese Needs Language House

Japanese language school Language House celebrates its 10th anniversary this year, and President Mayumi Nohara has been there since the start. Her school offers many unique classes geared toward those who have some experience with the language among them Japanese movie, business and Japanese Heritage courses.

A particular focus is the specialized preparation class for the Japanese Language Proficiency Test (JLPT). This year a class for N1, the highest level of the test, has been added to the existing N2-N4 classes... With more than 78 students, teachers can identify students' respective weak points and



help them work on them and this individual attention is the course's distinguishing feature. Nohara says that many JLT students are Americans who have lived in Japan. They have no problem with listening, but are less skilled at reading and have limited vocabularies. The course is composed of 10 classes of two hours each. The last session runs from June to August. Followed by a second session from September to December. Nohara encourages students to join starting from the early classes to give themselves the best amount of preparation possible.

Another notable Language House offering is its intensive summer course for high school students. It will begin the Monday after July 4th running for 2 weeks with two-hour daily weekday classes. Students encountering Japanese for the first time will be placed in L1 and L2 for those who have already learned Japanese in some form. Small-class classes of 4-5 will allow for an abundance of speaking time to work on conversation.

Language House truly tailors its classes to its students' needs; providing flexible private lessons as well as single sessions for those who can't make it in person.

Students Voice

I attended the Experiment in International Living in Japan program. Figuring it would be a good way to get interested in the culture. The instructor at Language House made learning the language easy and fun and I truly had a wonderful time. I learned a great deal of the language and put my knowledge to use in Japan.

-Tori S., High school student

I was looking for a school which could help me study JLPT N2 more systematically. The instructor at Language House guided us from vocabulary and grammar to reading. We practiced with many of oral exams; after each exam the instructor would explain them as well. Thanks to this course I was able to pass the N2 exam and I'm trying for N1 this year. In order to pass that too, I decided to participate in the N1 prep class this June.

- Shelly L., Japanese company trainer / university student

Language House

211 E. 41st St., 2nd & 3rd Ave. | #1106 New York, NY 10017
Tel: 212-649-5455 | www.languagehouse-nyc.com

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Language House www.languagehouse-nyc.com

211 E. 41st St. #1106 (near 3rd Ave.)

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JAPAN POP QUIZ
Sumo-wrestlers are called
sekitori. What is the highest
title a sekitori can earn?

- ① Ozeki
- ② Yokozuna
- ③ Juryo
- ④ Komusubi

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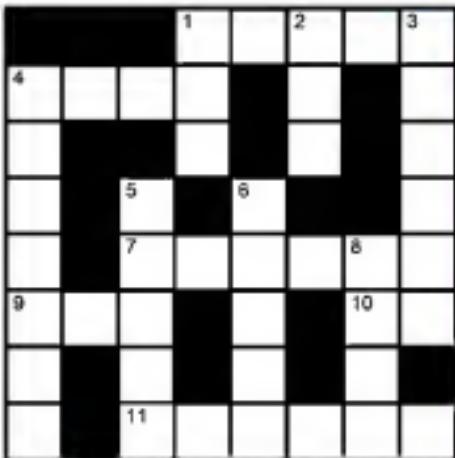
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Japanese CROSSWORD

Across

- When mailing a letter or postcard, you need a _____ stamp
- The 2nd Sunday of May is _____ no Hi (Mother's Day)
- In this season, we should be careful to prevent _____ (sunburn)
- _____ means "ants" in Japanese
- Japanese read kanji Chinese characters in two ways: KUN-yomi (Japanese style) and _____-yomi (Chinese style)
- Ukiyo-e woodblock prints popular during the Edo Period are known as _____
- You brush your teeth and wash your _____ face in the morning
- A type of ramen soup made of pork bone is called _____ tonku
- _____ are boats bound to time stations featuring local specialties
- People describe the way of women in Kyoto as _____
- _____ means "duck" in Japanese
- The intense word for "fetus" is _____
- _____ is a fast Japanese herb

Down



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Change Your Hair as You Do a Dress

Beauty Interview: Atsushi Miwa of Dress Salon

What's the concept of your salon?

I named the salon Dress Salon because I think of hair styling as an extension of fashion in the sense that just as often as you change your clothes, you can change your hair and I feel that one should enjoy different hairstyles too. When I first came to NY, I noticed that New Yorkers aren't as adventurous in that sense, and I really felt people should play more with their hair, so I wanted to promote that in my own salon.

Tell us about the services you have and what your personal specialty is?

We have everything from cut, color, perm, you name it, but I guess you can say what we are known for is the digital perm and straight perm. My favorite thing to do is short hair. I feel that there is just much more variety and potential for creativity with short hair. I am also a make-up artist and we have a nail salon called Marie

Nails down stairs specializing in nail art.

Can you share with us your personal beauty and health philosophy?

I believe that beauty comes from within. I avoid using chemicals and products that are not natural. Considering what you put on your body is important because it ends up in your system. In the same sense I believe that everything we take in our body affects our beauty so food is very important too. I try to get my produce from Green Markets. And of course exercise. My thing is to jog.

What can readers do to protect their hair in anticipation of warmer weather?

The warmer air and the sun will definitely dry out your hair so if you want to protect your hair from that by using oils and lotions.



"Many of my Asian and Asian American clients seem to go for the signature while coloring is more popular among non-Asians," says Miwa.



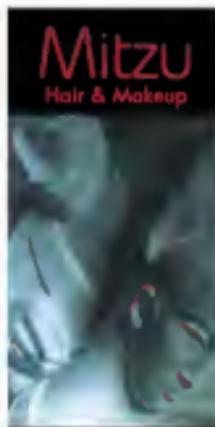
Dress Hair Salon
102 Christopher St. (bet. Spring & Houston Sts.)
New York, NY 10014
Tel.: 212-477-9800 | www.dressdresssalon.com



Hair Salon
OASIS
201-242-0554
120 Madison St., 2nd Fl.
Fort Lee, NJ
www.hairsalon-oasis.net

W

Wave 55, Hair Salon
www.wave55salon.com
1059 2nd Avenue New York, NY 10022
Bld. 556 & 556-Beneath
T: 212-355-7399
Hours: 11am-8pm
Sun: 11am-6pm
closed on Monday



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K

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West Village	New Mode	4301 Hwy 101, Box F-100 (Hwy 101) 975-231-8734
West Village	SBS-TOMOKO KW	142 W. Hwy 101, Suite 100 (Hwy 101 & Hwy 10) 975-231-0375
West Village	YU-SALON*	107 W. Hwy 101, Box C-100 (Hwy 101 & Hwy 10) 975-234-6602

Casa Village **SOHO**

399 E. 10th St., Box 1-A & Box 1-C 975-231-8734

Frost Village **Ampersand**

202 E. 10th St., Box A-B & C 975-231-0375

East Village **Galleria***

141 Hwy 101, Box 100 (Hwy 101) 975-231-0375

East Village **Home Date**

301 Hwy 101, Box A & Box 201 975-231-0375

East Village **New Minnes (Galleria)***

1220 Hwy 101, Box 700 (Hwy 101) 975-231-0375

East Village **Hecto Crepe & B**

294 E. 10th St., Box 3-D (Hwy 101) 975-231-0375

East Village **I'Salon***

100 E. 10th St., Box 200 (Hwy 101) 975-231-0375

East Village **K2 Salons***

211 E. 10th St., Box 100 (Hwy 101) 975-231-0375

East Village **Kayora Salons***

114 E. 10th St., Box 200 (Hwy 101) 975-231-0375

East Village **Perla Salons***

230 E. 10th St., Box A-B & C 975-231-0375

East Village **O'Hair***

104 Hwy 101, Box 100 (Hwy 101) 975-231-0375

East Village **SBERTHY***

100 Hwy 101, Box 100 (Hwy 101) 975-231-0375

East Village **Roberto's**

100 Hwy 101, Box 100 (Hwy 101) 975-231-0375

Expressions hair extensions and general hair care services. The Japanese style.

200 Hwy 101, Box 100 (Hwy 101) 975-231-0375

East Village **Ridge Salons**

260 L. 10th St., Box A-B & C (Hwy 101) 975-231-0375

East Village **SALON VJEN***

Salon Vjen has expanded at the Frost Village location.

Open 7 days a week for the latest in unique makeovers, facials, hair styling, nail art and technology. Total home solutions for 2013.

22 Hwy 101, Box 100 (Hwy 101) 975-231-0375

East Village **SBS-TOMOKO KZ**

121 E. Hwy 101, Box 100 (Hwy 101) 975-231-0375

East Village **SBS-TOMOKO E13**

280 E. 10th St., Box 200 (Hwy 101) 975-231-0375

East Village **Shiseido**

101 E. Hwy 101, Box 100 (Hwy 101) 975-231-0375

East Village **Unispa Hair***

201 Hwy 101, Box 100 (Hwy 101) 975-231-0375

East Village **Uoco Salons***

100 E. Hwy 101, Box A-B & C (Hwy 101) 975-231-0375

East Village **Yo-C Salons***

The Yo-Yo color Yo-Yo colors have added 10 new vibrant colors to their color palette. Yo-Yo colors are now available in 100% organic, hypoallergenic, and water-based. Services include hair color, highlights, and more.

200 Hwy 101, Box 100 (Hwy 101) 975-231-0375

Lovett's Men **Coupe/Salon**

121 Hwy 101, Box 100 (Hwy 101) 975-231-0375

Lovett's Men **Kanakai Shiseido**

111 Cypress St. (Box 100) (Hwy 101) 975-231-0375

Rebecca **Lotus Salons North Menlo**

105 Cypress St. (Box 100) (Hwy 101) 975-231-0375

Rebecca **Lotus Salons South Menlo**

104 Cypress St. (Box 100) (Hwy 101) 975-231-0375

Rebecca **Signature Body Treatment**

104 Hwy 101, Box 100 (Hwy 101) 975-231-0375

Setup **Decor hair salons by MINNA**

Decor hair is a specialized hair salon that offers you a variety of services from hair coloring to hair styling.

Decor hair also offers a variety of treatments such as hair extensions, hair coloring, hair styling, and more.

100 Hwy 101, Box 100 (Hwy 101) 975-231-0375

Bonheur **Lotus Salons French St.**

200 Hwy 101, Box 100 (Hwy 101) 975-231-0375

Brooklyn **Oppenheimer Salons & Spa**

191 East 2nd St. (Box 100) (Hwy 101) 975-231-0375

Long Island **UV Wave**

171 Ocean Ave. Port Washington, NY 11853 516-483-2000

Wheatcheese **Almond Salons**

201 Hancock Ave. (Box 100) (Hwy 101) 975-231-0375

Wheatcheese **New Station NAKA***

261 Cypress St. (Box 100) (Hwy 101) 975-231-0375

Wheatcheese **Merch's Hair Salons***

200 Cypress St. (Box 100) (Hwy 101) 975-231-0375

Wheatcheese **Mosserian***

218 Cypress St. (Box 100) (Hwy 101) 975-231-0375

Wheatcheese **Salon Soave**

104 Hancock Ave. (Box 100) (Hwy 101) 975-231-0375

Wheatcheese **Almond Salons***

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Deep Cleaning Facial

+Free Facial Mask

+Free Spa Towels

+Free Regular Peeling

+Free Deep Pore Cleaning

+Free Hand & Foot Treatment

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+Free Regular Peeling

+Free Deep Pore Cleaning

+Free Hand & Foot Treatment

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New Jersey	Karuneko Salons*
2880 Route 9 West, Holmdel NJ 07733 732-234-0000	
New Jersey	Michi Beauty Salons
103 Route 94 Highland Park NJ 07036 973-244-8621	\$55
New Jersey	Selina Oceans*
94 Main St. Asbury Park NJ 07712 732-237-0004	\$45
New Jersey	Selina Soho
1917 Hobart Ave Hobart NJ 07728 732-234-0001	\$55
New Jersey	Tatch Hair Supreme*
1960 Jersey Ave Asbury Park NJ 07712 732-234-3521	\$45
SPA	
Upper West	Sakura dei Volego*
150 W 17th St New York NY 10011 212-515-0111	\$55
Midtown West	Nihon Day Spa
163 W 42nd St Fl 11 (bet 5th & 6th Aves) 212-982-0100	\$45
Midtown West	Pearliss SPA
100 W 57th St (bet 5th & 6th Aves) 212-985-1700	\$75
Midtown West	SHOKURA New York
275 Madison Ave (bet 33rd & 34th Aves) 212-244-7400	\$75
Midtown East	Haus Day Spa*
208 E 42nd St (bet 2nd & 3rd Aves) 212-752-0029	\$105

Midtown East	MINI-FLOWER SPA*
95 W 46th St 1B (bet Madison & 5th Aves) 212-244-0001	\$25
Midtown East	Spa Merton
1204 2nd Ave (bet 10th & 11th Aves) 212-741-0700	\$65
Karen Town	Aqua Wellness Spa
401 W 46th St (bet 5th Ave & Broadway) 212-985-0000	\$105
Karen Town	YAKI SUSHI HOUSE*
201 W 46th St (bet 5th & 6th Aves) 212-985-1700	\$105
Chelsea	Easy Laser Hair Removal*
160 1/2 W 18th St (bet 5th & 6th Aves) 212-462-9441	\$55
Chelsea	Fabulous Lashes
160 W 26th St (bet 5th & 6th Aves) 212-231-0200	\$105
Chelsea	Mind Beauty
190 W 26th St (bet 5th and 6th Aves) 212-231-0247	\$55
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Citizen Energy Center	
211 Avenue D (bet Canal & Houston Sts) 212-985-0000	\$55
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198 W 14th St (bet 5th & 6th Aves) 212-985-0000	
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425 Spring St (bet 4th & 5th Aves) 212-235-0075	\$55
Chelsea	
Spa de la douceur	
194 Hudson St (bet 8th & 9th Aves) 212-985-0000	\$55

Quarantine	Spa Castle
109 W 17th St (bet 5th & 6th Aves) 212-234-0000	\$55
Midtown East	spa de la douceur*
211 Avenue D (bet Canal & Houston Sts) 212-985-0000	\$55
New Jersey	Haus Day Spa
40 Avenue of the Americas (bet 42nd & 43rd Aves) 201-933-1000	\$75
New Jersey	Kong SPA Fitness
201 Harrison Ave (bet 20th & 21st Aves) 201-933-1000	\$75

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MONO-logue

"Mono" means "thing," "object," or "product" in Japanese, but it also implies that the thing has quality. In this corner, we introduce "mono" that characterizes Japan's spirit of constant quality improvement.

Vol. 31 - MONO of the month

Panasonic Facial Ionic Steamer EH2426

As demonstrated in their food and lifestyle, Japanese are quite health conscious, and naturally they consider healthy skin as an essential part of beauty. To maintain baby soft skin, washing the face properly and moisturizing skin are crucial. An endless array of facial cleansers and moisturizing products remain on the market, and new skincare lines have been introduced, but the most recent come falls on the innovative skincare product for home use: the ionic steamer. Facial Ionic Steamer EH2426 is the latest model of this type in the U.S., which is produced by Panasonic, world's leading home electronics company with a 95-year history.

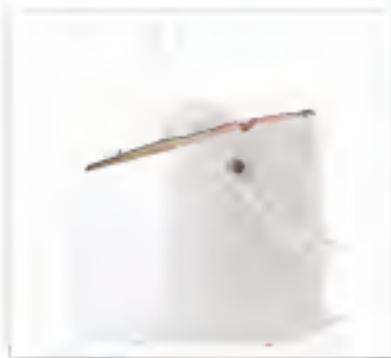
The Panasonic Facial Ionic Steamer EH2426 emits nano-grade ion steam about 1/1000 the size of ordinary steam, significantly smaller than the older standard steamers, which enables liquid to penetrate into deeper layers of skin. As a result, you can remove makeup, dirt and excess oil and moisturize skin far more effectively. Also, the steam helps promote skin firmness and elasticity with one user stating that, "Even from the first use, my skin became more supple to the touch and lasted until the next day." Not only that, this nano-sized steam contains platinum, often used as an anti-aging ingredient in cosmetics as it has antioxidant properties. Users have claimed to see wrinkles around the eyes and mouth reduced.

Though Japan technology seems to be able to realize anything, it was not an easy task to realize anything. It was not an easy task to develop this innovative beauty device and Panasonic went through some difficulties. For example, in order for the steam to become nano sized, a high-voltage Faraday electrode is applied to the steam, and the generated steam results in containing even smaller nano-sized platinum particles. Mak-

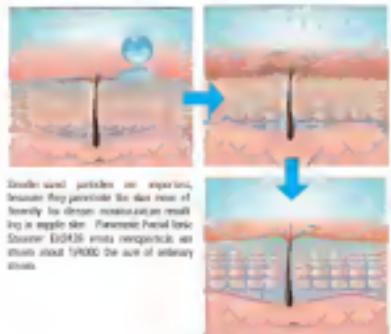
ing the device smaller for home use, designing the system to emit steam continuously and smoothly, keeping the body cool while with the safe inflammable material, etc were all obstacles to development.

Once started, the Panasonic Facial Ionic Steamer EH2426 releases steam within 30 seconds and can be delivered for about 11 minutes. The suggested best way to use it is, simply steam the face for just 2-3 minutes to remove make up and wash the face. The Facial Ionic Steamer allows cleansers to mix thoroughly with the skin, and the steam allows dirt to easily be removed. Then, steam for 8-9 minutes and the nano-sized steam penetrates deep into the layers of the skin to increase moisture and lock it in. Finish with usual moisturizing care by applying creams and lotions. Moisturizing and cleaning skin has never been more effective and easier.

Facial steamers are not only for deep cleaning and moisturizing but also great for clearing sinuses, opening up the pores, hydrating skin, relaxing muscles and improving circulation. One user of Facial Ionic Steamer EH2426 comments, "It softens and brightens up my skin. I love the way it gives a softer experience easily. I will share it with my husband." Rejuvenate your skin and relax at the same time with this advanced skincare device.



With Japanese high technology spa-level treatment size is reduced at a fraction of the price while offering the convenience of having a facial in the comfort of your home



Smaller sized particles are important, because they penetrate the skin more effectively for deeper moisturization resulting inapple skin. Panasonic Facial Ionic Steamer EH2426 emits nanoparticles an steam about 1/1000 the size of ordinary steam.

Panasonic North America

www.panasonic.com/Lifestyle
www.panasonic.com/consumer/home/index.jsp
(For Panasonic beauty products)

Panasonic Experience Shop

MR River Rd.
Edgewater NJ 07020
(973) 261-8888



Shop Guide

The following is a list of shop-reviews you can buy Japanese goods, services and info.
 ☐ Coupon available online [cheapickid.com](#)
 ☐ Cheapicks NY available to pick up

FASHION

Upper West	De's Kids*	
401 Columbus Ave (bet. 75th & 76th Sts.)	Clothing	
212.594.1470		
Upper East	E by 45ten	
171 E. 78th St. (bet. 1st & 2nd Ave.)	Clothing	
212.628.6800		
Upper East	Sange Accessories	
124 E. 80th St. (bet. 5th & 6th Aves.)	Accessories	
212.524.4210		
Upper East	SEIGAI NECKWEAR	
144 E. 81st Street (bet. 5th & 6th Aves.)	Accessories	
212.628.0331		
Midtown West	UNIQLO	
28 W. 36th St. (bet. 5th & 6th Aves.)	Clothing	
212.449.0100		
Midtown West	Musumono	
100 W. 42nd St. (bet. 5th & 6th Aves.)	Clothing	
212.549.4536		
Midtown East	Miki House	
1000 3rd Ave (bet. 42nd & 43rd Sts.)	Clothing	
212.633.0000		

* Cheapicks NY available to pick up

MUSUMONO

THERE IS MORE THAN ONE WAY TO STRIPE IT!

MUSUMONO.COM

Chinatown	Jewelry Watchs	
234 Mott St. 251 (bet. 22nd & 23rd Sts.)	Clothing	
212.229.0300		
Gramercy	Brasilia New York*	
51 Madison Ave (bet. 27th & 28th Sts.)	Clothing	
212.588.2223		
West Village	Yosakai	
201-1/2 Washington St. (bet. Christopher & Greenwich Sts.)	Clothing	
212.469.2100		
East Village	ARTCITY	
427 E. 10th St. (bet. Ave. A & 1st Ave.)	Clothing	
212.989.5700		
East Village	Healthier Life	
291 E. 14th St. (bet. Ave. A & 1st Ave.)	Liquor	
212.522.2100		
East Village	Local Clothing	
380 E. 14th St. (bet. 1st & 2nd Aves.)	Clothing	
212.521.3800		
East Village	Tokyo 21*	
121 E. 16th St. (bet. 1st & 2nd Aves.)	Clothing	
212.521.2100		
East Village	Tokyo Joe	
364 E. 18th St. (bet. 1st & 2nd Aves.)	Clothing	
212.523.6070		
Flatiron	Batik Kids' Tribune	
220 University St. (bet. 5th & 6th Aves.)	Clothing	
212.441.1488		
Flatiron	Miki House	
101 Franklin St. (bet. 5th & 6th Aves.)	Clothing	
212.965.2200		
Soho	Anti*	
200 W. Houston St. (between 6th & Broadway)	Accessories	
212.625.1120		
Soho	Brasilia New York*	
211 W. Houston St. (bet. 7th & 8th Aves.)	Liquor	
212.611.1478		
Soho	Percol Index	
104 Grand St. (bet. Mercer & Prince Sts.)	Clothing	
212.473.1050		
Soho	Karen's Closet	
171 W. Houston St. (between 5th & 6th Aves.)	Lingerie	
212.281.2100		
Soho	Waka Waka	
161 Thompson St. (bet. 8th & 9th Aves.)	Clothing	
212.949.1500		
Soho	II by 45tens	
191 Mercer St. (bet. Prince & Hudson Sts.)	Clothing	
212.221.0100		
Soho	UNIQLO	
580 Broadway (bet. 7th & 8th Sts., Spring St.)	Clothing	
212.521.4700		
Soho	Yoko Yoko	
120 Grand St. (bet. Mercer & Prince Sts.)	Clothing	
212.961.5240		
Chinatown	Brasilia New York*	
175-210 Bowery (bet. 29th & 30th Sts.)	Liquor	
212.380.1000		
New Jersey	Miki House	
402 Franklin St. (Westwood, NJ 07661)	Clothing	
201.445.1100		
New Jersey	UNIQLO	
100 Franklin St. (Westwood, NJ 07661)	Clothing	
201.445.4798		

* Cheapicks NY available to pick up

J-POP CULTURE

Mulan/West	Book DB*
43 W. 36th St. (bet. 5th & 6th Aves.)	Books
212.549.5500	
Mulan/West	Jim Henson's Universe*
191 W. 36th St. (bet. 5th & 6th Aves.)	Books
212.549.5500	
Mulan/West	Knockout Booksellers
163 Union Ave (bet. 4th & 5th Sts.)	Books
212.661.7100	
Mulan/West	Midnight USA
38 W. 36th St. (bet. 5th & 6th Aves.)	Books
212.549.4500	
Mulan/West	Mulanous Comics*
209 W. 36th St. (bet. 5th & 6th Aves.)	Books
212.549.4500	
Mulanous East	Mulanous Comics*
103 Union Ave (bet. 4th & 5th Sts.)	Books
212.661.7100	
Chinatown	Uniqlo
Detailed by Uniqlo.com	
100 W. Houston St. (bet. 5th & 6th Aves.)	
212.449.4536	
Chinatown	AC Gears
212.521.4000	
West Village	AC Gears
Detailed by Uniqlo.com	
100 W. Houston St. (bet. 5th & 6th Aves.)	
212.521.4000	

miki house

Design and Quality Children Smile

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www.mikihouse.com

Let's Eat the Season

In the U.S., the peak season for fresh spinach begins in March and continues through May and then picks up again from September through October. Now is the perfect time to enjoy sweater and more nutritious spinach. Rich in carotene, vitamin C, and iron and easy to digest, spinach is the perfect energy-boosting vegetable. In Japan, people eat spinach boiled, sautéed,

~Spinach~

and in soups and salads as well as fresh. The most common spinach dishes are *ohsotsu* (boiled and lightly seasoned), *goma-e* (boiled and dressed with a sesame-based sauce), and *shiso-e* (boiled and dressed with a soy-based sauce). *Mitsukemono* adds a little twist to the standard *ohsotsu* spinach with nori (seaweed), giving it a cute look.

[INGREDIENTS] (Serves 3-4)

- 1 bunch (1/2 lb) spinach (preferably baby spinach)
- 1/2 Pound of salt
- 1 cup soy water

- Pinch of sugar
- 2g (small package) bonito flakes
- Ground ginger as garnish

[DIRECTIONS]

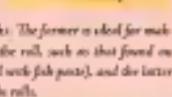
1. Boil water in a big pot and add a generous amount of salt.
2. Put spinach into boiling water, soak well, and let it boil for 10 sec.
3. Drain immediately and let it sit under cold running water or in ice bath.
4. Squeeze out as much water as possible from the spinach. (Using a bamboo strainer will make that job easier. Place spinach on the mat, roll, and squeeze.)
5. Put spinach on cutting board and cut into bite-sized pieces.
6. Put spinach in bowl and season with soy sauce, sugar, and bonito flakes.
7. Place nori on bamboo sushi mat and spread spinach, leaving a one-inch space at the top.
8. Roll as though you are making a sushi roll.
9. Place the mat rolls down for one minute. The nori will seal itself and won't fall apart.
10. Cut roll into 8 pieces and serve with grated ginger.

Photo: © iStockphoto.com/Photo by K. H. Kim



MAKITSU [bamboo sushi mat]

Made from bamboo and cotton, strong & durable is a necessary item for making maki rolls. It is also used to shape tamagoyaki (Japanese omelet), for squeezing excess liquid out of food, and for serving cold noodles. There are makers made of thick bamboo sticks and ones with thin, round bamboo sticks. The former is ideal for making a wavy pattern on the outside of the roll, such as that found on *lunehako* (a卷饼, rolled omelet mixed with fish paste), and the latter is most commonly used for making maki rolls.



TIPS This very simple dish makes the most of leftover spinach in season. Just remember to squeeze out all the excess water from the spinach to avoid a soggy roll. Enjoy!



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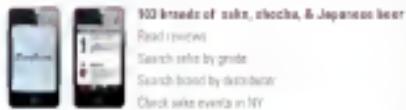
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[Ingredients] (Serves 4)

- 1 chicken (about 3 lbs), cut into breast, thighs, drumsticks, and wings
- 1/3-1 cup Kikkoman Teriyaki Garlic & Green Onion or Kikkoman Teriyaki Original



[Directions]

1. Marinate chicken with Kikkoman Teriyaki Garlic & Green Onion or Kikkoman Teriyaki Original and let it marinate over night.
2. Preheat a grill pan to hot and lightly oil the pan.
3. Grill marinated chicken until no pink juice comes out from it. Baste chicken while grilling.
4. Marinate overnight for more flavor, or less for less flavor.
5. Serve with grilled vegetables, like asparagus, beans, corn, mushrooms, etc.



This marinade is good for chicken and other meat food.

Babyback Pork Ribs



[Ingredients] (Serves 4)

- 1 slab babyback pork ribs
- 1 cup Kikkoman Teriyaki Spicy Mustard

[Directions]

1. Preheat oven to 225 °F.
2. Clean babyback ribs, taking out membrane or the back of the ribs/bone end.
3. Marinate babyback ribs with 1/2 cup Kikkoman Teriyaki Spicy Mustard sauce.
4. Place ribs, meat side down, on a baking sheet, cover with aluminum foil, and bake for 3 hours in oven.
5. Take off the aluminum foil and drain off the drippings. Turn ribs meat side up and brush ribs with remaining 1/2 cup Kikkoman Teriyaki Spicy Mustard sauce like another 1 hour without cover.
6. Slow cooking is the key to tender juicy ribs.
7. Generously basting with Kikkoman Teriyaki Spicy Mustard sauce.



You can marinade cold. (Dishes, meat, etc., or other food) with Kikkoman Teriyaki Spicy Mustard sauce and put refrigerate in a covered

Teriyaki Hamburger



INGREDIENTS (Serves 4)

Q 1 lb ground beef Q 1/2 cup Kikkoman Teriyaki Baste & Glaze with Honey & Pineapple Q 4 green leaf lettuce leaves Q 1 tomato, sliced Q 1 red onion, sliced Q 4 hamburger buns Q 2 tbsp. Kikkoman Wasabi Sauce Q 4 mayonnaise



DIRECTIONS

1. Preheat a grill pan to hot and lightly oil the pan.
2. In a medium non-stick, gently mix ground beef with 2 tablespoons of Kikkoman Teriyaki Baste & Glaze with Honey & Pineapple. Shape into 4 patties.
3. Grill patties until browned on each side to your desired doneness. (Oven - cook each side for medium doneness.) Brush grilled patties with remaining Kikkoman Teriyaki Baste & Glaze with Honey & Pineapple with a pastry brush.
4. Mix wasabi mayo on buns. Serve burger with greenleaf lettuce and tomato and onion slices.
5. Spread wasabi mayo on buns. Serve burger with greenleaf lettuce and tomato and onion slices.
- + Add more Kikkoman Teriyaki Baste & Glaze with Honey & Pineapple for more flavor.
- + Add more or less Kikkoman Wasabi Sauce for your desired spiciness.

Recipe and food styling by Meme Michelle, Japanese Cooking Studio
www.JapaneseCookingStudio.com | memic@JapaneseCookingStudio.com

Photo by Rokuroki Maruyama

Japanese Cooking at Home with kikkoman

Add these Kikkoman seasonings to your kitchen shelves



Teriyaki Baste & Glaze with Honey & Pineapple

We've given teriyaki a twist by adding a hint of honey and a touch of tangy pineapple. Perfectly suited for grilling or broiling, or roasting poultry, meats and seafood, it also makes a tasty dipping sauce.



Teriyaki Garlic & Green Onion

Mixed garlic and green onions float in a smooth, sweetened base of naturally brewed soy sauce, mirin, and sesame oil to create a versatile sauce that imparts a delicious taste no matter how it's applied.



Teriyaki Original

It has the balanced blend of garlic, ginger, onion and aromatic sesame seeds for a thicker sauce that's bold in flavor and rich in color - perfect for basting, dipping and marinating.



Teriyaki Spicy Miso

Using quintessential Asian ingredients like sesame seeds, miso and gochujang (a piquant chili paste), this sauce adds a new dimension of flavor to meat, poultry, tofu and even vegetables.



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TRUE WORLD FOODS HELPS UNLEASH CULINARY CREATIVITY

The days where people automatically associate Japanese food simply with "raw fish" are long gone, at least in NYC. Today, people know that Japanese cuisine comes in many forms, and some are very unique, like the cuisine from the kitchen at 15 East. Combining Japanese sensibilities with Western techniques and traditions, Executive Chef Shigeru Sugano, creates a world completely his own, with items like the Rock of Lamb in miso reduction, and Lobster and Tea Smoked Wild Salmon in soy-flour batter. But whatever form the cuisine may take, the quality as well as variety of items used from the ocean are an integral part of Japanese expressiveness, and it is True World Foods (TWF), one of the largest distributors in the U.S. for seafood, that allows chefs like Mr. Sugano to be more creative than ever today.

"They have global offices so they are able to offer more variety than any other places out there, and their quality is consistent, which is a great relief for us," Chef Sugano explains. Every week, Sugano and his team are informed of the seasonal changes and new items that will be available from TWF, which ultimately determines their menu. "How they are so on top of things that goes on in the ocean definitely helps our repertory," he comments. Due to their vast worldwide network, Chef Sugano prizes that the tuna and unagi (eel) that comes from TWF are the best because "they always know where to find the best at all times." In the case of uni, for instance, the restaurant keeps many different kinds on hand, as each region produces different flavors and consistencies that are suited for different uses, and today, uni is one of the most popular, in-demand ingredients in high-end, bluefin tuna, similarly, is one of their best selling sushi ingredients.

Not only is using seasonal ingredients important, the expression of seasonality plays a great role in Japanese cuisine as well as in Chef Sugano's style that is apparent in one of the seasonal specialty appetizers they are currently serving, a trio of flavor including Grilled and Seaweed Nagori (goldfish), Pregnant Akoko (squid) with Cherry

Blossom Salt, and a Pot of Maitai (mackerel) Flanore and Uni, that all represent the current season, spring. It is clear that the variety of seasonal and rare items TWF can offer, allows chefs like Sugano to explore the flavors of each season with greater depth. This spring, TWF is already sending in sakuramiso (cherry trout), kirei (flounder), golden-fish, kamezu (bamboo), and other spring fish to Chef Sugano, as he continues to make every season come alive on a plate.

The most recent collaboration with TWF that Chef Sugano is currently excited about is his handmade soba. TWF provides him the toppings like amago (salmon), nishin (herring), and again, uni that allows variety for his soba dishes. Great ingredients not only give great taste, it unleashes the potential of great chefs. We have spoiled New York diners and have TWF to thank for that.



The special seasonal appetizer, Nagori is a medley of spring flavors with steamed yams, and rice.



On the left, different regions are used for different purposes. From right, uni from Japan, from Maine, and from Oregon.



Hanpen (Mackerel lox) is the most popular health ingredient here. From right, uni (soft-shelled clam), seaweed (nori), salmon (very fatty), belly, and octopus jyu.

15 East
15 E. 18th St. (bet. 5th Ave. & Union Sq., West), New York, NY 10003
TEL: 212-947-0818 | www.15eastrestaurant.com



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Grocery & Sake Guide

The following is a list of stores where you can buy Japanese food and liquor.

- Chopsticks NY: www.chopsticksonline.com
- Check in NY: www.getgogo.com

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212-964-7175

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212-965-0040

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Tokyo Mart*

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212-965-4473

Pearl River Mart*

407 Broadway, New York, NY 10013
212-965-4000

SOURCE MONT Saito*

101 Avenue B, New York, NY 10009
212-965-0400

M'Store*

94-100 2nd Ave, New York, NY 10017
212-965-8700

Friendly Market*

260 W 14th Street, New York, NY 10011
212-965-3229

H & Y Marketplace

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212-461-1521

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H Mart Jersey

201 W 36th St, New York, NY 10018
212-965-0700

H Mart Williams Park*

400-402 W 1st Ave, Williamsburg, NY 11201
212-965-0700

H Mart Woodside

101 W 40th St, New York, NY 10018
212-965-0700

Sakura-ya

101 W 36th St, New York, NY 10018
212-965-0700

H Mart Great Neck*

460 Grandview Rd, Great Neck, NY 11021
212-965-0700

Nono Japanese Foods*

101 W 40th St, New York, NY 10018
212-965-0700

Sora Nippori Da*

101 W 40th St, New York, NY 10018
212-965-0700

SAIGO

521 Madison Ave, New York, NY 10022
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H & Y Marketplace

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Referenced Feditories

127 Pleasant St. Holbrook, MA 01544
508-454-0023

Japan

Pug Mart Concessions*

1211 Avenue Dr. Salt Lake City, UT 84107
800-449-0123

Japan

Mitsui Asahi Market

6-Group Dr. New Haven, CT 06514
203-785-1234

Japan

Meiji*

3830 7th Avenue, New York, NY 10023
212-661-0023

Japan

Tokyo Japanese Store

100% Meiji Ave., Pittsburgh, PA 15222
412-242-5711

Japan

SAKE

111-1 Gofuso Wine & Liquors*

Japan

2007 Broadway, 1st fl., New York, NY 10019
212-635-4500

Japan

Nancy Wine's

36 Columbia Ave., New York, NY 10016
212-675-4000

Japan

Gassan Wine & Liquors*

305 Lexington Ave., New York, NY 10016
212-759-3221

Japan

Motor Wright*

1603 3rd Ave., New York, NY 10028
212-549-4584

Japan

Ambassador Wine & Spirits*

465 7th Ave., New York, NY 10019
212-521-6829

Japan

Landmark Wine*

100 W. 23rd St., New York, NY 10010
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Japan

MUKI Liquor

481 Madison Ave., New York, NY 10022
212-625-5450

Japan

UniverSports Wine & Spirits*

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Lion's Den

901 Madison Ave., New York, NY 10021
212-625-1020

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2000 Broadway, 1st fl., New York, NY 10020
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East Village Wine

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212-254-9500

Japan

New York Wine Exchange

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212-432-1200

Japan

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212-967-0200

Japan

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212-967-4700

Japan

Bethel and Vine

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212-620-1990

Japan

Alfredo's Wine & Liquors

107 W. Franklin Ave., Alfredo, NJ 07801
201-427-0119

Japan

Bellini Super Market

420 North Avenue W., Hoboken, NJ 07030
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Japan

Palmersong Trading

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Japan

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Japan

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Japanese Restaurant Review

Ramen Yebisu

Sushi Shop

2kai Sushi

Asian Restaurant Review

Pa De Thai

Listings

Japanese Restaurant

Asian Restaurant

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139 North 16th St. (near Houston & Berry Sts.) Brooklyn, NY 11211
TEL: 718-267-1444 | <http://ramenyebisu.com>
Lunch: Tues-Sun 12 pm-4 pm; Dinner: Sun-Thu 5-11 pm; Fri-Sat 5pm-Midnight



Ramen seems to have taken over the city and may even be taking some New Yorkers Japanese.

But thanks to the boom, many styles of

ramen are moving in like one of the

more recent newcomers, Ramen

Yebisu, in Williamsburg that

specializes in Sapporo-style

ramen. Ramen in Japan

differs greatly by region,

of course, and Sapporo

is special in that it is the

birthplace of miso ramen. Head

Chef, Akira Hiratsuka, who is from

Sapporo, was determined to bring

his hometown taste axis to NYC. The

characteristic of Sapporo-style ramen is the thick,

chewy, yellow noodles and how it's prepared in a wok,* he explains. Sapporo

ramen's broth is also seafood based. With the majority of ramen in NY being

pork-based, this joint is a great new addition to town. The restaurant keeps

the menu simple with 5 types of ramen, including their signature, and original

Yuban Ramen and the Miss Ramen that features the sweet creamy

rice flavor that can only be achieved in a wok. One of the two appetizers the

Pork Bun is a bite out of heaven, as there is nothing simple about what goes on in

the kitchen. Everything but the noodles cooked from scratch and to perfection, the

establishment sets new standards for ramen in the city.



The Pork Bun (left) with the perfect soft-boiled egg, the tender crisp pork and the fluffy bun will melt your cheeks, while the deep creamy sweet, brothy soup of the miso ramen (right) is a true representation of a good ramen. The best way to appreciate the great chewy texture and the taste of the noodles is with Akira's Sapporo miso-based dish with miso, broth and leek oil clinging to the noodles.



3 Best Sellers

- **Miso Ramen**
- **Akira Soba**
- **Pork Bun**

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 Sun-Sat: 11 am-11 pm

Enclosed on Madison Avenue, shoulder to shoulder with labels like Mai Mai and Johnson Murphy, French restaurant chain Sushi Shop follows many fashion rules but offers a more appealing brand promise. Reimagined each year, the menu resembles the classic fashion catalog. Instead of the creative director of a clothing brand, Sushi Shop commissions a hot chef to compile new lists. This year Chef Theory Marx added items like Sea-Bear Kiwi Tartare and the Wagyu Beef Nigiri constructed with a purple potato chip. Colorful dabbling in the art of design have also made their mark on the Sushi Shop brand. Last year Lenny Kravitz created the graffiti splattered "New Like New York" box featuring Debbie-Ely Fry and a *Sex and the City* Carrie Chaser Sushi. Kimi Moss will now grace the next celebrity box. Made fresh throughout the day, selections like the Mantis Shrimp, Octopus Onigiri, and Hollow Fish Sashimi are pre-wrapped and ready to go, so whether you dine-in sipping sake in the evening or take a box home for a movie night you will get the same quality product every time. Check out the newest Sushi Shop location at 21 West 23rd Street opening in May.



The Black Box is a sushi party pre-wrapped antivivisection-style. Options in there, featuring favorite like spicy tuna, and lava with wasabi including a delicious chickpea temp. The box is another hit and one of the items that impresses regularly with ingredients such as papaya, foie gras, white fish and tuna.



Each of the 100 Sushi Shop locations has the same modern decor prioritizing a laid out quality that traverses the globe.



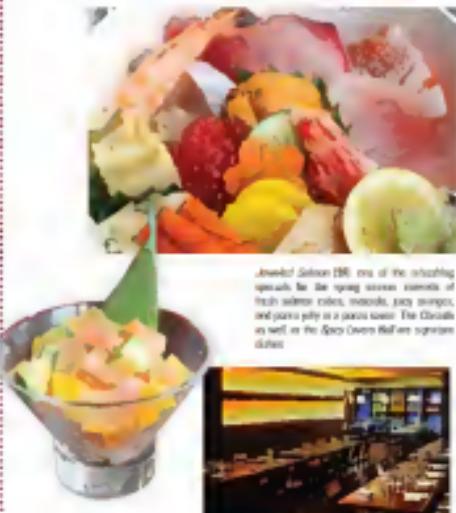
3 Best Sellers

- **Chili Crab Spring Roll** \$7
- **Mango Tuna Roll** \$9
- **Salmon Tartare** \$16

Zkai Sushi

41 W. 58th St., 1st flr. (bet. 5th & 6th Aves.), 2F New York, NY 10019
 Tel: 212/911-0299 | www.zkaisushi.com
 Mon-Sun: 11:30 am-10:30 pm

Zkai Sushi located right in the heart of Midtown Manhattan has been a local hangout during lunch and dinner times for the neighborhood business offices and their employees, as well as the many hotel guests in the area since 2003 that not only offers great sushi but also a great venue for parties and events. The spacious sushi restaurant is the creation of Mr. and Mrs. Lee, an ambitious Korean restaurateur couple who owns the Korean restaurant downstairs but the sushi operation is expertly handled by a 20 year veteran sushi chef from Japan. "Food is culture, and I want to keep it authentic. The only way to do that is to let someone from that culture represent it," Mr. Lee explains. "Because our customers are like family, we are address free and MSG free. Everything has to be hand-made," he adds. Even their tofu and miso is hand-made. They are known for their many creative, and delicious original rolls like Honey Basil Spicy帆fin with yellowtail and wasabi tobiko and Spicy Lobster Roll (shrimp tempura, avocado and miso, cucumber), as well as their hearty Chirashi bowl full of delicious toppings on rice (Kani, uni, ikura, and other assorted seafood) as well as puddles. The best thing about it is the affordable price for the quality.



Assorted Sushi (\$16) out of the whopping specials for the spring season consists of fresh salmon cakes, mackerel, spicy salmon, and tuna with a ponzu sauce. The Chirashi as well as the Spicy Lobster Roll are signature dishes.

3 Best Sellers

- **Spicy Lobster Roll** \$15
- **Classic Roll Combo (6 pieces)** \$15
- **Chirashi** \$23



Japanese Restaurant Guide

- 100+ coverage areas from New York City to western U.S. & Canada
- Sushi (or Sashimi) Ramen (or Noodle)
- Delivery Takeout
- Family Dining Casual Dining
- Business Dining Local Favorite
- Vegetarian friendly Seafood Lover
- Kid-friendly Dog-friendly
- Coupon not valid www.chopsticksny.com
- Checkups not available to check up.

Upper West

Upper West Beni Matsa
215 Columbus Ave (bet 10th & 11th Sts)
212-623-0900

Upper West Beni Japanese Restaurant
201 W 101st St (bet 8th & 9th Sts)
212-517-5200

Upper West Beni
201 Columbus Ave (bet 11th & 12th Sts)
212-520-0500

Upper West Beni
483 Amsterdam Ave (bet 10th & 11th Sts)
212-519-0400

Upper West Ichiba Restaurant
5401 Broadway (near Manhattan Center) (bet 11th & 12th Sts)
212-910-0200

Upper West Jim's Sushi*
2027 Broadway (bet 10th & 11th Sts)
212-519-1000

Upper West Kitors
515 Amsterdam Ave (bet 10th & 11th Sts)
212-519-1000

Upper West Kowsai
895 Amsterdam Ave (bet 10th &
212-519-0200

Upper West Koso Sushi
510 West 23rd St (Columbus & Amsterdam Ave)
212-554-4700

Upper West Masa Sushi
201 8th Street (between 8th & Sherman Ave)
212-541-0022

Upper West Masa Sushi & Sashimi Bar
1877 Madison Ave (bet 7th & 8th Sts)
212-519-1110

Upper West Masa
500 Columbus Ave (bet 10th & 11th Sts)
212-413-5000

Upper West Matsuz
403 Columbus Ave (bet 10th & 11th Sts)
212-723-7200

Upper West Mameya Amsterdam
427 Amsterdam Ave (bet 10th & 11th Sts)
212-540-0200

Upper West Meets Dojo
1010 8th Street (between 8th & 9th Streets)
212-545-2111

Upper West Osei
5401 Broadway (bet 10th & 11th Sts)
212-910-0200

Upper West Peacock Sushi*
300 Lexington Ave (bet 22nd & 23rd Sts)
212-314-1942

Upper West Raku*
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and 100% fresh and natural. Try the highly acclaimed
800-339-1000 www.raku.com
51 W 104 St (bet Columbus & 5th Av)
212-413-2200

Upper West Sagi Grill
1377 Amsterdam Ave (bet 12th & 13th Sts)
212-447-2500

Upper West Saj's
294 W 160th St (between 8th & Amsterdam Ave)
212-549-1849

Upper West Sauer Sushi
381 Lexington Ave (bet 10th & 11th Sts)
212-831-2000

Upper West Sashimi Gumi*
128 Columbus Ave (bet 10th & 11th Sts)
212-549-1400

Upper West Sashimi A-Go-Go
1850 Broadway (bet 8th & 9th Sts)
212-519-1200

Upper West Sashimi House
400 Columbus Ave (bet 10th & 11th Sts)
212-549-0200

Upper West Sashimi Yakiniku*
21 W 107 St (bet 7th & 8th Ave)
212-549-4400

Upper West Sashimi Yu-2
191 W 108th St (bet 7th & 8th Aves)
212-511-0000

Upper West Shogun
4200 Broadway (bet 10th & 11th Sts)
212-547-4400

Upper West Tacosco
201 Columbus Ave (bet 10th & 11th Sts)
212-549-2200

Upper West Viva Sushi & Sake
250 E 81st Street (bet 5th & 6th Aves)
212-221-2200

Upper East Aki Sushi
1405 York Ave (bet 25th & 26th Sts)
212-645-6900

Upper East Daigari
300 E. 104th St (bet 1st & 2nd Avens)
212-210-1000

Upper East East Japanese*
304 E. 106th St (bet 1st & 2nd Avens)
212-249-1200

Upper East Fuji Yama
1405 York Ave (bet 25th & 26th Sts)
212-645-6900

Upper East Gensei
300 E. 104th St (bet 1st & 2nd Avens)
212-249-0700

Upper East Hana Sushi Bar
1308 1st Ave (bet 76th Sts)
212-643-2000

Upper East Ichibei
1902 1st Ave (bet 90th & 91st Sts)
212-643-1400

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212-941-8000

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1220 Madison Ave (bet 72 & 74 Sts)
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www.ippudony.com

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11am-11pm Sun 11:30am-11pm
11am-11pm

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Sat (Noon-)

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www.hidechanramen.com

Upper East	Benihana
1019 Lexington Ave. bet. 56th & 57th Sts.	\$100-\$150
212-752-0400	
Upper East	BRUNN Sushi*
401 E. 78th St. bet. 1st & 2nd Ave. E	\$95-\$125
212-737-0969	
Upper East	Budan
600 Madison Ave. bet. 56th & 57th Sts.	\$100-\$125
212-752-0870	
Upper East	Imperial Sushi
1201 1st Ave. bet. 48th & 51st Sts. N.Y.C.	\$100-\$125
212-536-8629	
Upper East	Ko Sushi (2nd Ave.)
124 2nd Ave. bet. 70th & 71st	\$100-\$125
212-420-8679	
Upper East	Ko Sushi (Madison Ave.)
101 Madison Ave. bet. 44th & 45th Sts.	\$100-\$125
212-752-0207	
Upper East	Kyoto Sushi*
321 E. 72nd St. bet. 1st & 2nd Ave. E	\$100-\$125
212-423-4556	
Upper East	Kyoto Sashimi
1010 Lexington Ave. bet. 43rd & 45th Sts.	\$100-\$125
212-888-9000	
Upper East	Musso
41 E. 75th St. bet. Madison & 1st Ave. E	\$100-\$125
212-736-2200	
Upper East	Namio Sashimi*
1000 Madison Ave. bet. 58th & 59th Sts.	\$100-\$125
212-423-2880	
Upper East	Sakai Sushi
1071 3rd Ave. bet. 56th & 57th Sts.	\$100-\$125
212-536-5500	
Upper East	Pole
3201 1st Ave. bet. 71st & 72nd Sts. E	\$100-\$125
212-582-0000	
Upper East	Sassafraz
401 E. 72nd St. bet. 1st & 2nd Ave. E	\$100-\$125
212-752-9800	
Upper East	Shabu-Shabu 70*
1001 7th Ave. bet. 70th-71st Sts.	\$100-\$125
212-536-4800	
Upper East	Sushi Hanai
1001 7th Ave. bet. 70th-71st Sts.	\$100-\$125
212-536-9900	
Upper East	Sushi of Zen
4001 1st Ave. bet. 71st & 72nd Sts. E	\$100-\$125
212-536-1499	
Upper East	Sushi Saku*
1-800-999-1000 (bet. 1st & 2nd Ave. E)	\$100-\$125
212-536-0700	
Upper East	Sushi Saku
1001 7th Ave. bet. 70th-71st Sts.	\$100-\$125
212-536-1380	
Upper East	Tao on 73
1001 7th Ave. bet. 70th-71st Sts. E	\$100-\$125
212-536-7100	
Upper East	Tessou
1001 7th Ave. bet. 70th-71st Sts. E	\$100-\$125
212-536-5800	
Upper East	Tokyo Sushi*
940 1st Ave. bet. 70th & 71st Sts. E	\$100-\$125
212-536-6338	
Upper East	Tokyo Sushi
940 1st Ave. bet. 70th & 71st Sts. E	\$100-\$125
212-536-7100	
Upper East	Tokujin*
212-752-2211 (bet. 1st & 2nd Ave. E)	\$100-\$125
212-752-0524	

Upper East	TOP SHIN
190 E 86th St. (between 5th & 6th Aves.)	\$100 L
200-208 E 86th	
Upper East	Tologen
744 Madison Ave. (between 5th & 6th Aves.)	\$250 L
212-219 Madison	
Upper East	Waggon
210 E 86th St. (between Madison & Park Aves.)	\$200 L
212-214 Madison	
Upper East	WEALTH LUCKY
1600 Madison Ave. (between 5th & 6th Aves.)	\$100 L
210-218 Madison	
Upper East	YUKA*
1807 Madison Ave. (between 5th & 6th Aves.)	\$250 L
212-214 Madison	
Upper East	Yakuza
1021 Madison Ave. (between 5th & 6th Aves.)	\$100 L
210-218 Madison	
Midtown West	
Midtown West	Aki Sushi
54 W 42nd St. (between 5th & 6th Aves.)	\$100 L
221-228 42nd	
Midtown West	Aki Sushi
244 W 42nd St. (between 5th & 6th Aves.)	\$100 L
221-228 42nd	
Midtown West	Akzo
218 W 42nd St. (between 5th & 6th Aves.)	\$100 L
214-216 42nd	
Midtown West	Avantage 52
244 W 42nd St. (between 5th & 6th Aves.)	\$100 L
221-228 42nd	
Midtown West	Bersheba
47 W 36th St. (between 5th & 6th Aves.)	\$100 L
221-228 36th	
Midtown West	Bento Sushi**
1407 Broadway (between 34th & 35th Aves.)	\$100 L
212-214 34th	
Midtown West	Bonita 50*
300 W 50th St. (between Broadway & Times Ave.)	\$100 L
212-218 50th	
Midtown West	Go Sushi
180 5th Ave. (between 5th & 6th Aves.)	\$100 L
212-214 5th	
Midtown West	GGI GG CLUB***
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223 W 42nd St. (between 5th & 6th Aves.)	\$100 L
221-228 42nd	
Midtown West	Hara
204-206 W 42nd St. (between 5th & 6th Aves.)	\$100 L
221-228 42nd	
Midtown West	Jackalope
197 W 40th St. (between 5th & 6th Aves.)	\$100 L
210-212 40th	
Midtown West	Ice 58
205 W 58th St. (between 5th & 6th Aves.)	\$100 L
212-214 58th	
Midtown West	Indonesian
215 W 42nd St. (between 5th & 6th Aves.)	\$100 L
221-228 42nd	
Midtown West	Indonesia 1938A
1601 42nd St. (between 5th & 6th Aves.)	\$100 L
212-218 42nd	

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Yoko Ono Open 54-55 / 55-56
Na Kamegaya 55-5

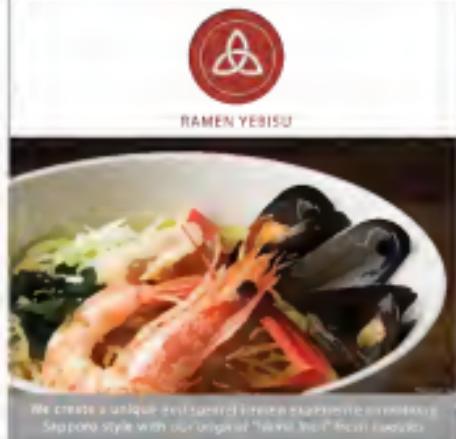
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Midtown West

Matsuwa Wheat	Aka Sushi®
24 oz bag	\$10.95/lb
22lb/40lb	\$10.95/lb
Matsuwa Wheat	Aka Sushi®
24 oz bag	\$10.95/lb
22lb/40lb	\$10.95/lb
Matsuwa Wheat	Aka
24 oz bag	\$10.95/lb
22lb/40lb	\$10.95/lb
Matsuwa Wheat	Eashou 52
24 oz bag	\$10.95/lb
22lb/40lb	\$10.95/lb
Matsuwa Wheat	Eishou
24 oz bag	\$10.95/lb
22lb/40lb	\$10.95/lb
Matsuwa Wheat	Amae Sushi®
40 lb Superbag	\$10.95/lb
24lb/40lb	\$10.95/lb
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22lb/40lb	\$10.95/lb

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20ft Ave 500ft	\$1000 - \$1500
Muthow West	Bara 56
20ft Ave 50ft plus 50ft & 5ft Ave	\$1000 - \$1500
20ft Ave 50ft	\$1000 - \$1500
Muthow West	Barakuma
20ft Ave 50ft (50ft)	\$500 - \$750
20ft Ave 50ft	\$500 - \$750
Muthow West	Barakuma 1034A



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Matsuya West	Kokusai
400 W 42nd St (bet. 5th & 6th Ave.) 212-582-0000	\$16-\$21
Matsuya West	Kyoto
700 W 42nd St (bet. 6th & 7th Ave.) 212-582-0003	\$16-\$21
Matsuya West	Marukyu-Ten
100 W 42nd St (bet. 5th & 6th Ave.) 212-582-0001	\$16-\$21
Matsuya West	Monstar Sushi*
100 W 42nd St (bet. 5th & 6th Ave.) 212-582-0700	\$16-\$21
Matsuya West	Namiki
200 W 50th St (bet. Broadway & 6th Ave.) 212-582-0000	\$16-\$21
Matsuya West	NEBU SF
100 W 42nd St (bet. 5th & 6th Ave.) 212-582-0000	\$16-\$21
Matsuya West	Okae*
90 W 42nd St (bet. 5th & 6th Ave.) 212-582-0000	\$16-\$21
Matsuya West	Sakura Bar & Hop*
70 W 42nd St (bet. 5th & 6th Ave.) 212-582-0001	\$16-\$21
Matsuya West	Sakura Nagoya*
90 W 42nd St (bet. 5th & 6th Ave.) 212-582-0002	\$16-\$21
Matsuya West	Shinkan
200 W 50th St (bet. 5th & 6th Ave.) 212-582-0000	\$16-\$21
Matsuya West	Sakura Nagoya*
90 W 42nd St (bet. 5th & 6th Ave.) 212-582-0002	\$16-\$21
Matsuya West	Sophyume
90 W 42nd St (bet. 5th & 6th Ave.) 212-582-0070	\$16-\$21
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Matsuya West	Sushi et Caviar
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Matsuya West	Sushi Zan
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Matsuya West	Sushideli*
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Matsuya West	Sushideli*
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Matsuya West	TAKUMI*
540 5th Ave. (bet. 40th & 41st Sts.) 212-582-0000	\$16-\$21
Matsuya West	Tenshokudo Sushi*
100 W 42nd St (bet. 5th & 6th Ave.) 212-582-0000	\$16-\$21
Matsuya West	Tensu Sushi
90 W 42nd St (bet. 5th & 6th Ave.) 212-582-0000	\$16-\$21
Matsuya West	Yakitori TETTO
200 W 42nd St (bet. Broadway & 6th Ave.) 212-582-0000	\$16-\$21

Midtown West	Yankee Sushi*
200-202 W 46th St (bet 7th & 8th Aves)	\$10-\$15
212-436-2800	
Midtown East	Akaseya Kitchens*
281 E 40th St (bet 2nd & 3rd Aves)	\$10-\$15
212-620-9940	
Midtown East	Asato Sushi
181 2nd Ave (bet 10th & 11th Sts.)	\$10-\$15
212-251-6330	
Midtown East	Azumi*
31 E 44th St (bet Madison & 5th Aves)	\$10-\$15
212-620-4200	
Midtown East	DOMINGOS-XR*
181 E 41st St (bet 3rd & Lexington Aves)	\$10-\$15
212-935-7200	
Midtown East	Gyo-Katsu*
180 2nd Ave (bet 25th & 26th Sts.)	\$10-\$15
212-620-9940	
Midtown East	Hakubaku
78 2nd Ave (bet 8th & 9th Aves)	\$10-\$15
212-620-8171	
Midtown East	Kura
200-202 Park Ave (bet 33rd & 34th Sts.)	\$10-\$15
212-620-4200	
Midtown East	Hakubaku
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181 E 41st St (bet 3rd & Lexington Aves)	
212-935-0000 www.hakubaku.com	
Midtown East	Hakubaku Park*
225 Park Ave (bet 40th & 41st Sts.)	\$10-\$15
212-620-8900	
Midtown East	Kabuto Kurasawa
41 E 42nd St (bet 2nd & 3rd Aves)	\$10-\$15
212-620-1190	
Midtown East	Katsumi
221 E 42nd St (bet 3rd & 4th Aves)	\$10-\$15
212-620-0410	
Midtown East	Keisho
181 E 41st St (bet 3rd & 4th Aves)	\$10-\$15
212-620-1190	
Midtown East	Keisho
181 E 41st St (bet 3rd & 4th Aves)	\$10-\$15
212-620-1190	
Midtown East	Keisho
181 E 41st St (bet 3rd & 4th Aves)	\$10-\$15
212-620-1190	
Midtown East	Keisho
181 E 41st St (bet 3rd & 4th Aves)	\$10-\$15
212-620-1190	
Midtown East	Katsuhiko Nono*
111 2nd Ave (bet Madison & 3rd Aves)	\$10-\$15
212-620-0400	
Midtown East	Katsuhiko Nono
111 2nd Ave (bet Madison & 3rd Aves)	\$10-\$15
212-620-0400	
Midtown East	Katsuhiko Nono
111 2nd Ave (bet Madison & 3rd Aves)	\$10-\$15
212-620-0400	
Midtown East	Katsuhiko Nono
111 2nd Ave (bet Madison & 3rd Aves)	\$10-\$15
212-620-0400	
Midtown East	Mar Sushi Restaurant
41 E 42nd St (bet 3rd & Lexington Aves)	\$10-\$15
212-620-0700	
Midtown East	MESU Midtown
181-183 2nd Ave (bet 40th & 41st Sts.)	\$10-\$15
212-620-2201	



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- appetizer from the sushi bar - also soup
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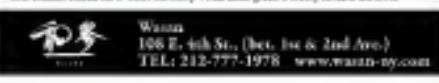
Chakna	Ananda Sushi®
308 W. 25th St. (212) 512-4400	MON-FRI 11am-10pm SAT 12pm-10pm SUN 1pm-10pm
Chikara	Blue Ginger
100 W. 46th St., Bldg. 900 • 11th Fl. (212) 580-4201	MON-FRI 11am-10pm SAT 12pm-10pm SUN 1pm-10pm
Chinatown	Chinatown
	It's well-known...so we've added more variety to our menu. You can always expect an elegant atmosphere presided by the Japanese master. There are many authentic choices from including such items: unagi, eel, salmon, tempura, udon, etc.
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Chikara	Safai Gourmet®
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Chikara	URBN Sushi
140 2nd Ave. Bldg. 300 • 21st Fl. (212) 687-1000	MON-FRI 11am-10pm SAT 12pm-10pm SUN 1pm-10pm
Chikara	Umami Thai
200 W. 46th St., Bldg. 900 • 11th Fl. (212) 580-7700	MON-FRI 11am-10pm SAT 12pm-10pm SUN 1pm-10pm
Chikara	Koko Sushi®
200 W. 46th St., Bldg. 900 • 11th Fl. (212) 580-3800	MON-FRI 11am-10pm SAT 12pm-10pm SUN 1pm-10pm
Chikara	Mosheen Caribbean
100 W. 46th St., Bldg. 900 • 11th Fl. (212) 580-4000	MON-FRI 11am-10pm SAT 12pm-10pm SUN 1pm-10pm

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Multi-Service Bag



We offer locally harvested ingredients using Japanese cooking methods to create dishes that will blow your mind. The succulent lobster and seasonal vegetables are enhanced by luscious creamy miso-made from chicken and seafood stock. Served with American and Japanese sauces for a fresh flavor. Each dish serves a low carb carb content.



Choban **Monster Sushi***
101 W 23rd St (bet. 6th & 9th Ave) **\$10-\$15**
212-567-0022

Choban **MERIMOTO**
101 18th Ave (bet. 1st & 2nd Sts) **\$10-\$15**
212-544-5400

Choban **Naka Naka**
450 1st Ave (bet. 3rd & 4th Aves) **\$10-\$15**
212-532-1200

Choban **Sokyo**
218 7th Ave (bet. 5th & 6th Sts) **\$10-\$15**
212-544-0000



Jack Momma & CraZies' concept is to fast food. All food is to-go. Home delivery for the people. CraZies' menu is a la carte and it's all about making custom orders of the best rice and the best price for CraZies' customers with minimum of 2 people. Delivery is available in all areas.

101 8th Ave (bet. 9th & 10th Sts) **\$10-\$15**
212-621-9717 | www.sushimovers.com

Choban **Tsukiji**
Gramercy Park, 14 1/2 Ave (bet. 2nd & 3rd) **\$10-\$15**
212-544-1999

Choban **Tekayo**
101 18th Ave (bet. 1st & 2nd Sts) **\$10-\$15**
212-544-0000

Gramercy
15 EAST
151 18th Ave (bet. 1st & 2nd Sts) **\$10-\$15**
212-544-1023

Gramercy **Aji Sushi**
151 2nd Ave (bet. 2nd & 3rd Sts) **\$10-\$15**
212-544-2466

Gramercy **Osakana**
341 20th St (bet. Park Ave. & Broadway) **\$10-\$15**
212-620-0700

Gramercy **Rosa**
200 Madison Ave (bet. 2nd & 3rd) **\$10-\$15**
212-544-0500

Gramercy **Birra**
100 Park Ave (bet. 5th & 6th Sts) **\$10-\$15**
212-429-0200

Gramercy **Katsu Sushi East***
295 3rd Ave (bet. 2nd & 3rd Sts) **\$10-\$15**
212-623-2200

Gramercy **Mizumoto***
111 Lexington Ave (bet. 20th & 21st Sts) **\$10-\$15**
212-544-2200

Gramercy **Momokawa**
151 E. 33rd St (bet. 5th & 6th Aves) **\$10-\$15**
212-969-0300

Gramercy **Sakai**
110 Lexington Ave (bet. 20th & 21st Sts) **\$10-\$15**
212-544-2200

Gramercy **Sushi SAMBA**
349 Park Ave N (bet. 3rd & 5th Aves) **\$10-\$15**
212-475-0222

Gramercy **Sushi SEN-PAI**
107 2nd & 3rd Ave (bet. 1st & 2nd Aves) **\$10-\$15**
212-544-0198

Gramercy **Tsukiyama Ramen***
100 2nd Ave (bet. 20th & 21st Sts) **\$12-\$15**
212-544-1100

Gramercy **YAMAI Restaurant**
109 2nd Ave (bet. 1st & 2nd) **\$10-\$15**
212-475-0000

West Village

West Village **Aki no wasabi**
101 W 4th St (bet. 6th & 7th Aves) **\$40-\$50**
212-549-2200

West Village **Chi Chi Sea***
100 10th Ave (bet. 14th & 15th) **\$10-\$15**
212-549-5200

West Village **EN Japanese Brasserie**
104 W 10th St (bet. 7th & 8th) **\$40-\$50**
212-549-0100

West Village **GOD GO GUELL***

With no menu. Something for everyone. 200+ items. 200+ items. Order any kind of rice and you'll eat what you have been taught to eat. Vegetable Curry is more popular than the Washi-soba. Sogas! Rice! Soba! Somen! Tendon! Tendon! Tendon!

Vegetable Curry is more popular than the Washi-soba. Sogas! Rice! Soba! Somen! Tendon! Tendon! Tendon!

201 Thompson St (bet. 2nd & 3rd Aves) **\$10-\$15**
212-549-0200 | www.godgo.com

West Village **Hebata Teishoku***
171 8th St (bet. 2nd & 3rd) **\$10-\$15**
212-549-0077

West Village **Mizuno***
160 8th Ave (bet. 1st & 2nd Sts) **\$10-\$15**
212-549-1000

West Village **Mitsuki***
105 8th Ave (bet. 1st & 2nd Sts) **\$10-\$15**
212-549-2200

West Village **Miyabi**
121 8th Ave (bet. 2nd & 3rd Aves) **\$10-\$15**
212-549-0200

West Village **Miyabi***
200 8th Ave (bet. 7th & 8th Aves) **\$10-\$15**
212-549-0000

West Village **Nagoya***
159 9th St (bet. Thompson & Sullivan) **\$10-\$15**
212-549-0000

West Village **Osakana Teishoku***
100 9th St (bet. 2nd & 3rd) **\$10-\$15**
212-549-1200

West Village **Shochikotsu***
111 9th St (bet. 2nd & 3rd) **\$10-\$15**
212-549-1200

West Village **Soto**
100 9th St (bet. 2nd & 3rd Aves) **\$10-\$15**
212-549-0000

West Village **Sushi Momo**
100 8th St (bet. 2nd & 3rd Aves) **\$10-\$15**
212-549-0000

West Village **Sushi Yume**
100 9th St (bet. 2nd & 3rd Aves) **\$10-\$15**
212-549-0000

West Village **Tennen Sushi**
113 Thompson St (bet. 2nd & 3rd) **\$10-\$15**
212-549-0000

Komegashi
103 Montgomery Street
TEL: 201-433-4567
59 Town Square Plaza
TEL: 201-633-8888
www.komegashi.com

焼肉 Yakiniku West **218 E 9th St**
2nd floor (bet. 4th & 5th Aves)
212-239-8238

Hoppy Hour everyday 3-7PM
Draft beer \$2.50 glass, \$9.50 pitcher,
Large hot sake \$6, shochu bottle \$11/1/2L

Special Discount

Sun & Wed
+1/2 Kobe Short Rib **\$9.95** **\$6.95**

Mon & Tue
+ 50% OFF Short Rib \$6.95 **\$3.48** | Ringer Rib \$5.95 **\$2.98**

Prime Short Rib \$9.95 **\$7.95** | Short Rib w/bone \$7.95 **\$5.95**

Early Bird (Everyday 5-6PM)
\$9.95 Short rib, white rice, miso soup or salad & ice cream.

Mon-Fri: 5pm-11:30pm | Sat & Sun: 5pm-10pm

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New YAKINIKU
Restaurant opened
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Straight from Osaka,
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Yakiniku town!

GEN

250 E. 52nd St. (bet. 2nd & 3rd Ave.) 212-602-1129
131 Thompson St (bet. 2nd & 3rd) 212-549-0000

West Village **Unbeknownst**
139 W Houston St. Between 6th & 7th Aves
212.229.4233

East Village

East Village **Akiyoshi**
107 E 1st Ave. 10th fl. 10th fl.
212.259.2800

East Village **BONBON ST.**
1 Hotel East Village (between 1st & 2nd Aves)
212.221.2888

East Village **Daku-Na**

Sharing a meal with friends will be a new Chinese-Japanese adventure as you savor the unique fusion of flavors by hot pot cooking. The Sabor Sipas of Sabor Kushi, an online grocery store with an online sales, has joined forces with Daku-Na to bring a new dimension to the traditional Shabu-Shabu experience. Call 2010 for recommendations.
2000 1st St. 212.221.2nd Ave. 2nd fl. 2nd fl.
212.229.4230 www.dakuna.com

East Village **Gom-Ye**

Hot, fragrant and mouth-watering hot pot soup on Savor Kushi. Savor Kushi Japanese Gom-Ye cuisine comes with authentic Korean flavors and an extensive menu of delicious Korean dishes. Call 2010 for recommendations. Bring dinner to 4-6 people.
212.221.2nd Ave. 2nd fl. 2nd fl.
212.229.4230 www.savorkushi.com

East Village **Osceola**

A casual, friendly neighborhood restaurant serving American-style comfort food. Osceola's menu includes a variety of soups, salads, sandwiches, pasta, and desserts. Call 2010 for recommendations.
212.221.2nd Ave. 2nd fl. 2nd fl.
212.229.4230 www.osceola.com

East Village **Shabu-Zen**

In the heart of East Village, Zen features a variety of delectable choices in their Shabu-Shabu, sukiyaki, and teriyaki. Shabu-Zen offers a variety of soups, salads, and desserts. Call 2010 for recommendations. Call 2010 for recommendations.
212.221.2nd Ave. 2nd fl. 2nd fl.
212.229.4230 www.shabuzen.com

East Village **SOHO Noodle**

A restaurant specializing in traditional Chinese noodle soups and dumplings. SOHO Noodle is a great place to go for a quick meal or a filling meal. Call 2010 for recommendations.
212.221.2nd Ave. 2nd fl. 2nd fl.
212.229.4230 www.sohonoodle.com

East Village **Soy & Sushi**

A restaurant specializing in traditional Chinese noodle soups and dumplings. SOHO Noodle is a great place to go for a quick meal or a filling meal. Call 2010 for recommendations.
212.221.2nd Ave. 2nd fl. 2nd fl.
212.229.4230 www.soyandsushi.com

East Village **East Noodle**
111 2nd Ave. 1st fl. 2nd fl.
212.229.2845

East Village **Gyo-Katsu®**
80 Cooper Sq. 1st fl. 2nd fl. 2nd fl.
212.229.2890

East Village **Hauski®**
116 E. 10th St. 1st fl. 2nd fl. 2nd fl.
212.229.2221

East Village **IPPUDO NY**
82-40 3rd Ave. 1st fl. 2nd fl.
212.229.2221

East Village **IRISH Sushi®**
211 2nd Ave. 1st fl. 2nd fl. 2nd fl.
212.229.2229

East Village **Japanese**
100 University Place 11th fl.
212.229.7702

East Village **JEWEL RAED**
204 E. 10th St. 1st fl. 2nd fl. 2nd fl.
212.221.4823

East Village **Kamboj Ramen House®**
901 E. 10th St. 1st fl. 2nd fl. 2nd fl.
212.229.1288

East Village **KASADELA**
187 E. 10th St. 1st fl. 2nd fl.
212.221.1582

East Village **Kasuku®**
251 1/2 Avenue (bet. 1st & 2nd Aves)
212.229.4283

East Village **Kamokiri**
36 3rd Ave. 1st fl. 2nd fl. 2nd fl.
212.229.4286

East Village **Katanya**
580 1st St. 2nd fl. 2nd fl.
212.229.7705

East Village **Kyo-Yo**
147 E. 1st Ave. 1st fl. 2nd fl. 2nd fl.
212.229.4280

East Village **Mary's Mexican Sandi®**
117 2nd Ave. 1st fl. 2nd fl. 2nd fl.
212.229.4286

East Village **Moshe-Tex®**
101 Cooper Sq. 1st fl. 2nd fl. 2nd fl.
212.229.4282

East Village **MINDA**
101 E. 10th St. 1st fl. 2nd fl. 2nd fl.
212.229.4286

East Village **Misaya**
133 2nd Ave. 1st fl. 2nd fl. 2nd fl.
212.229.4283

East Village **Nihon**
102 Madison Pl. 1st fl. 2nd fl. 2nd fl.
212.229.4281

East Village **Noodle Cafe Zen®**

In the heart of East Village, Zen features a variety of delectable choices in their Shabu-Shabu, sukiyaki, and teriyaki. Shabu-Zen offers a variety of soups, salads, and desserts. Call 2010 for recommendations. Call 2010 for recommendations.
212.221.2nd Ave. 2nd fl. 2nd fl.
212.229.4230 www.shabuzen.com

East Village **OH! Noodles***

A restaurant specializing in traditional Chinese noodle soups and dumplings. SOHO Noodle is a great place to go for a quick meal or a filling meal. Call 2010 for recommendations.
212.221.2nd Ave. 2nd fl. 2nd fl.
212.229.4230 www.ohnoodles.com

East Village **Okonomi**

A restaurant specializing in traditional Japanese noodle soups and dumplings. SOHO Noodle is a great place to go for a quick meal or a filling meal. Call 2010 for recommendations.
212.221.2nd Ave. 2nd fl. 2nd fl.
212.229.4230 www.okonomi.com

East Village **Ramen King®**

A restaurant specializing in traditional Japanese noodle soups and dumplings. SOHO Noodle is a great place to go for a quick meal or a filling meal. Call 2010 for recommendations.
212.221.2nd Ave. 2nd fl. 2nd fl.
212.229.4230 www.ramenking.com

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A restaurant specializing in traditional Japanese noodle soups and dumplings. SOHO Noodle is a great place to go for a quick meal or a filling meal. Call 2010 for recommendations.
212.221.2nd Ave. 2nd fl. 2nd fl.
212.229.4230 www.ramenking.com

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212.229.4230 www.ramenking.com

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212.229.4230 www.ramenking.com

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212.229.4230 www.ramenking.com

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We are expecting you.

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Spicy Ramen \$11.10

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212.229.4230 www.crabblers.com

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212.229.4230 www.gammeeok.com

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212.229.4230 www.samgyetang.com

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212.229.4230 www.yeongchicken.com

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Tribeca	MORU
180 Hudson St (between 20th & 21st)	\$10-\$15
212-222-0400	

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180 Hudson St (between 20th & 21st Floors)	\$10-\$15
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Tribeca	Boscajo
147 Beekman St (between 6th & 7th Avenues)	\$10
212-367-8888	

Tribeca	Shabu*
231 Greenwich St (between 6th & 7th Avenues)	\$10-\$15
212-967-1000	

Tribeca	Takemoto's Tribeca*
100 Greene St (between 5th & 6th Streets)	\$10-\$15
212-967-1000	

Tribeca	Zatto*
100 Hudson St (between 4th & 5th Streets)	\$10-\$15
212-967-1000	

Soba	
Soba	Ebisu Rishaku Soba

Tribeca	Ebisu Rishaku Soba
170 Greenwich St (between 6th & 7th)	\$10-\$15
212-967-0400	

Soba	Wanki's Soba
151 Greenwich St (between 6th & 7th)	\$10-\$15
212-967-1300	

Soba	Shiro Soba*
210 Greenwich St (between 6th & 7th)	\$10-\$15
212-967-9201	

Brooklyn	
Brooklyn	Terri*

Brooklyn	Terri*
950 2nd St (between Wythe & Joralemon Sts)	\$10-\$15
718-230-1100	

Brooklyn	Azabu Sushi*
147 Wythe Ave (between 3rd & 4th Streets)	\$10-\$15
718-230-1100	

Brooklyn	Baco
290 Bond St (between 1st & 2nd Avenues)	\$10-\$15
718-230-1100	

Brooklyn	Patricia
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718-230-1140	

Brooklyn	Seaside*
231 Franklin Ave (between Park & Prospect Parks)	\$10-\$15
718-383-0300	

Brooklyn	Nihao
200 Henry St (between Park & Front Streets)	\$10-\$15
718-230-1100	

Brooklyn	Iron Chef House
52 Smith St (between Montague & Henry Sts)	\$10-\$15
718-230-4511	

Brooklyn	QUAKERS, the SMITH*
196 Smith St (between Wythe & Henry Sts)	\$10-\$15
718-230-2221	

Brooklyn	Ki Sushi
120 Smith St (between Bond & Franklin Streets)	\$10-\$15
718-230-2125	

Brooklyn	Mezo Sushi
160 Franklin St (between Bond & Franklin Streets)	\$10-\$15
718-230-2200	

Brooklyn	Maruya Ramen
274 3rd Ave (between 10th & 11th Streets)	\$10-\$15
718-230-0711	

Brooklyn	Osaka
291 Greenpoint Ave (between 3rd & 4th Streets)	\$10-\$15
718-383-2000	

Brooklyn	Goldeisen Restaurant
716 4th Ave (between Bond & Franklin Streets)	\$10-\$15
718-383-0800	

Brooklyn	EDZ*
10 South St (between 8th & Henry Streets)	\$10-\$15
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Located in Edgewater, NJ just minutes away from Mitsubishi supermarket, this restaurant is the perfect place for a relaxing meal after shopping. Inside warm tan earth tones provide an immediate sense of calm. Dark wood accents on the wall and in the furniture evoke the essence of Thailand with a simple modern twist. When it comes to food, just let any of the servers know what you're in the mood for and they'll offer a suggestion. Kids will enjoy chicken satay with its sweet nutty peanut sauce. Fruit lovers can discover the secret draw of the classic Pad Thai and adventurous eaters will delight in the Crispy Fillet of Red Snapper with its complex floral sauce and peppercorn branch garnish.

Pa De Thai is a BYOB restaurant, but special mention should be made for the exceptional non-alcoholic drinks. Served in classic rock shop glasses the Thai iced tea and coffee are delicious and sweet enough for dessert while the coconut juice is presented with luscious coconut chunks offering a fresh, surprising alternative to store bought.

Pa De Thai www.padethaicooking.com 384 Old River Rd., Edgewater, NJ 07020
Tel.: 201-465-4888 | www.padethaicooking.com
Mon-Fri: 11:30 am-10 pm; Fri: 11:30 am-10 pm; Sat & Sun: 12 pm-10 pm



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100 Grand St., 2nd Fl., New York, NY 10004	\$21-\$125
212-965-0095	

Gokar*	
100 Grand St., 2nd Fl., New York, NY 10004	\$21

7th Annual Japan Day @ Central Park

May 12, Sunday

Naumburg Bandshell (Main entrance at 69th St. and 5th Ave.)

Launched in 2007 to foster cultural understanding between Japan and the U.S., Japan Day gets bigger and bigger every year. This year's Japan Day will take place on Mother's Day, May 12, kicking off with the 4-mile Japan Run, followed by the Japan Day Festival, with food, activity tents, and performances continuing throughout the day. Here is an overview.

Japan Run (8 am) and Kids' Race (9:30 am)

To kick-start the Japan Day Festival, a 4-mile Japan Run with approximately 5,000 runners will take place at 8 am.* The run starts at Central Park's East Park Drive south of 68th Street, and then heads north, making a left onto the 102nd Street Transverse, continuing onto West Park Drive at the western end of the transverses and then heading south, finishing with a left turn onto the 72nd Street Transverse. The kids' race will start at 9:30 am prior to the race, Hana Island Project will perform the Awa Odori dance.

*The Japan Run and Kids' Race are organized by New York Road Runners. Registration is now available online at www.nyrr.org until the cap is reached.



Activity Tents (10:30 am–4:30 pm) & Food Tents (11:30 am–while supplies last)

At the activity tents, people can enjoy origami, calligraphy, kaitaku free painting, trying on yukata (Japanese kimono), yo-yo fishing, and Japanese language games as well as taking pictures with Hello Kitty. At the food tents, participants can taste tea, gyozas, okonomiyaki, ramen, miso soup, and Japanese snacks.



Stage (10:30 am–4:30 pm)

From 10:30 am to 4:30 pm, the main stage will heat up with an array of Japanese traditional and contemporary performances. Hosted by Seidra Trox, the stage programs are divided into three acts. The first act will showcase traditional Japanese performances, while the second act will highlight folkloric, contemporary dance, and KODOSUJINAN Karaoke Talent Competition. The third act will feature young talents and powerful performances. (See the column at right for the complete schedule.)

The Stage Program @ Japan Day

MC: Seidra Trox

ACT 1

10:30 am	Takie Matsui (Japanese Taiko Drumming)
10:45 am	Kota Takehara (Calligraphy Performance)
11:00 am	Geisha
11:15 am	Art Contest Award Ceremony
11:30 am	Yosakoi Dance by Yosakoi Dance Project 10ண்ணி
11:47 am	Awabinde by Hana Island Project
11:57 am	Benedon (Noh/Dodo & Tenkoza Benodou) by The Japanese Folk Dance Institute of New York
12:05 pm	Karate by International Karate Organization Kyukushinkai

ACT 2

1:00 pm	KD Dex Fashion Show "A.I.U.E.O." (Fashion Show)
1:15 pm	KODOSUJINAN KARAOKE TALENT COMPETITION "Get Jaggedized" Part 1 by Tess Bell Hymskirk, Gaura Bennett, Chira Hart
1:30 pm	Hello Kitty Appearance
1:40 pm	CHINNOGENESIS (Oscarine Fashion Show)
1:55 pm	KODOSUJINAN KARAOKE TALENT COMPETITION "Get Jaggedized" Part 2 by Nicolas Edwards, Glory Gospel Singers

ACT 3

2:00 pm	Team KAI RIVERA vs. SDH DAIBOS (Street Dance/Taiko Drumming Battle)
3:15 pm	MIRUD (R & B/Pop Vocal)
3:35 pm	Kyoko with a special guest MINE (Pop Vocal)
4:00 pm	Emi Meyer (Jazz Vocal)
4:20 pm	Finals

*The Stage Program is subject to change.



Class Act was selected as the winner of the 2nd Japan Day Art Competition submissions. The schedule uses the Japan Day 2013 poster (Meidou and Tokei).

Entertainment Event / Leisure

Exhibition

April 27-29 FREE

Shunpei Yamaki 2012: Objects with Shape
Kata Japanese Pottery



Saku Japanese Pottery will be hosting an exhibition of works by pottery artist, Shunpei Yamaki. Shunpei's ceramics has humor experienced as a dancer with clay to create works that effectively communicate the true primitive concepts of these two art forms. This exhibition will feature his recent works, including wood-fired pieces. Opening reception will be held on April 27, 6-8pm featuring a sake tasting presented by Naga Sake.

Groton, 105 Cooperage Ave, (bet 4th and 5th Sts)
New York, NY 10036
Tel: 212-729-3343 / www.sakujapan.com

SL-212485/PH (Bennett)

www.bennett.com
www.sakujapan.com

May 6

Takeshi Asai New York Trio Live

Takeshi Asai



internationally acclaimed jazz pianist/composer, Takeshi Asai's new piano trio is performing at Jazz at Kitano on May 6. Since the release of the trio's new "Takeshi Asai New York Trio Vol. 1" CD, it has been garnering critical accolades. Asai is expected to perform a mixture of popular original pieces such as his most requested "Spring Thunder" along with new pieces from the trio's latest CD "Jazz at Kitano".
44 Park Ave (bet 26th & 27th Sts), New York, NY 10016
SL-212485/PH (Bennett) / www.bennett.com
www.takeshi-asai.com

and other popular compositions are expected to be arranged for ensemble for the first time including some pieces from Mikio's new album "If I believe...". Tickets \$30.
Location: 44 Park Ave, (bet 26th & 27th Sts), New York, NY 10016
Tel: 212-729-3343 / www.sakujapan.com

Event

April 21-May 5

LUCKYPRICE Festival New York

LUCKYPRICE

Entering their fourth year in New York, the LUCKYPRICE Festival shows a spotlight on Asian culinary culture through a week of large scale tastings, festive dinners and gatherings. This year you celebrate such as: James Murphy (formerly of LCD Soundsystem) and Christine Tropes with chef Guyon Bowles as they kick off the festivities on opening night by creating a fusion dumpling feast. Also Iron Chef Momma will be making a special appearance to host "chef cocktails" (without a cocktail glass). Don't miss out on what the Asian culinary culture has to offer! For ticket prices and details, please visit the LUCKYPRICE website www.luckyprice.com.

Performance

May 1

"Maya Sanri Trios" Jazz Live

Japanese first jazz Maya Sanri as a full member of Chico Hamilton and Captain. She is a composer and flutist performing at Jazz at Kitano for the third time. Accompanying Maya Sanri Japanese world's top jazz musicians Aaron Goldberg on piano and Matt Penman on bass. From original songs by Maya to standard jazz arrangements, the unique world of Maya and the world's top jazz musicians will be delivered at the Kitano.

Groton, 105 Cooperage Ave, (bet 4th and 5th Sts)
New York, NY 10036

May 26

New Jersey Coming Back at Carnegie Hall

Mike & Richard Stoltzman



Richard Stoltzman will play along with the Hudson String Quartet, Gayle Moran Carr, David Ficus, Ober Gold, David Pitt and Bill Davis. Pieces composed by Chick Corea

because of its popularity. New Jersey will be taking place at Carnegie Hall Hall two years in a row. Jazz ensemble, Mike & Richard Stoltzman, and chamber,

May 4-6, 9-12, 16-19

Fest & Sale Fair

Mitsuya Marketplace



Mitsuya Marketplace will be holding special food and sake events this month. In celebration of Children's Day in Japan, they will feature Japanese traditional sweets for the event such as kochiwa mochi (mochi wrapped in oak leaves), chomaki (dumplings wrapped in bamboo leaves)

and miso bakuchō (miso rice cakes with miso flavor).

Hokkaido Iwata Sake and Wakura Sake, premium sake brewery companies, will provide the events. From May 2-12 there will be an Aoyama Fair where all Aoyama brand products, from houses goods to daily necessities, will be on sale with testing areas on the lawnsides. From May 16-25 there will be a «Gochiraku» Market where selected companies like popular Patisserie stocks will be available as well as some Japanese products that are only available during the fair period. In addition, from May 16-26 Takara brand sake will be on sale. All Shochukukan sake will be sold at special prices. Liquor sales on Sundays will begin at 11 pm according to Bergen County law.

Contact: 101 River Rd., Bergenfield, NJ 07621
Tel: 201-461-1813
www.njewave.com/gochiraku

May 5

GO! GO! BIRTHDAY! Promotion
GO! GO! CUPPABOY!

May 5 is the birthday of Japanese curry house chain GO! GO! CUPPABOY! Delightfully this, at all 4 locations in Manhattan, any single sale over \$10 will be sold for \$5 along with \$5 off shopping coupons. Also the 1st 50th, 150th, 250th, 350th, 450th and 550th customers of the day at each store will receive an original GO! GO! CUPPY! T-shirt.

Contact: Japanese Creation
273 W. 26th St. (bet. 2d & 3rd Aves.) New York, NY 10001
Tel: 212-737-5333

Gohan Studios

141 W. 16th St. (bet. 6th & 7th Aves.), New York, NY 10011
Tel: 212-253-4355

World Taiko Center Studios

12 John St., bet. Broadway & Hudson Sts., New York, NY 10038
Tel: 212-404-5565

Washington Square Studios

221 Thompson St. (bet. W. 2nd & Bleecker Sts.), New York, NY 10012
Tel: 212-463-2333

<http://www.washingtonsquare.com>

May 5

Children's Daytime Bazaar
NYCBA (Let's Play in Japanesse)

Manhattan's mom owned and operated Japanese learning center for children NYCBA (Let's Play in Japanese) is holding its own end closing its doors. On Sunday, May 5, NYCBA is having a sale time made especially of children supplies such as games, toy picnic basket and baby furniture. Cash will only be accepted.

Contact: 101 E. 26 St., (bet. Ave. A and Ave. B)

New York, NY 10010

May 10-12 FREE

Traditional Calligraphy Demonstration
Kinsho-ya Bookstore



In one traditional go-to-aneyaki, Goto Japanese wooden dog-eared speech ring, which allows the wearer to achieve the ideal formal walking. The 3rd Representative Owner of Kinsho-ya Shigenori Kondo is bringing his beautiful getsu to NYC for the second time. He gave us more uniquely unique vintage Japanese and French fashions. While watching the demonstration, if there are any getsu-like purchase them on the spot and have the things cutout fit to your size. This event will be from 12 pm-6 pm.
Contact: 1007 Madison Ave., (bet. 40th & 41st Sts.), New York, NY 10028
Tel: 212-575-3027, www.kinshoya.com

May 12 FREE

Japan Day 2013 @ Central Park
Japan Day

Now in its seventh year, Japan Day is returning to Central Park to delight New Yorkers with fun cultural activities and outdoor performances. For this year's event, Japan Day is planning once again to host both the 4-mile "Japan Run" and the "Japan Day Festival" together. Participants can expect to enjoy learning about Japanese culture through a wide variety of activity tents, Japanese food, and performances that include indie-pop singer Emi

Miyazaki. Come spend a fun-filled day celebrating traditional and contemporary Japanese culture in one of New York City's most exciting open-air events.

Contact: New York City Central Park, 100 Central Park West, New York, NY 10023
www.japanday.org

May 18 & 20 FREE

Seek Out Celgiel Nail Art Trial Seminar
Mega Break

Celgiel nail technician training academy, Mega Break, will be offering a free event with hand painting and Celgiel demonstrations, a trial Celgiel on one finger and "Teach and Try", conducted by the school's founder Celgiel senior educator, Mi-Mi Mizrahi Toga. Three time slots are offered, in which anyone can participate, 9:30 am-12:30 pm on May 18, 9:30 am-12:30 pm on May 20 and 4:30-7 pm on May 20. During the trial time slot, practical application technology will also be taught, and to take the lesson, participants are required to have previous training and registration. Check their web site for more information.

Contact: New York Mizrahi Toga
125 Broadway, 2nd Fl., New York, NY 10006
Tel: 646-400-0009 (Miz), Tel: 424-757-9832

celgiel@mizrahitoga.com, www.celgiel.com

Event Feature

Maeda-en Green Tea Ice Cream 20th Anniversary Photo Contest

Maeda-en

Founded in 1984, Maeda-en which provides good quality, genuine Japanese tea, Green tea ice cream and matcha ice cream will be having a special photo contest in celebration of their 20th anniversary of launching their Matcha Green Tea Ice Cream. There are two categories: Smile or Decorative. To enter fill out an application form on the Maeda-en website and upload the photo directly online. Prizes will be a 1st place \$200 gift certificate for one winner and award of excellence of \$100 gift certificate for 2 winners.

need for each cat eye. Ten special awards of a Maeda-en green tea gift set (\$50 value) will be given out as well as 100 Maeda-en awards consisting of an original Maeda-en ice cream scoop. Winners will be chosen based on the number of "Likes" received on the Maeda-en Facebook page. Submitting photos must be applicants' originals and show Maeda-en green tea ice cream package. For more details, visit their website. Deadline is June 14.

Contact: Maeda-en (BLT JAPAN INC)
151 38th Ave., Union, NJ 07083
<http://www.maeda-en.com>



Happenings

Special Happy Hour with 30% Discount Exclusively to Chopsticks NY Readers

Raku - It's Japanese!



With over 80 varieties of matcha rolls, Raku's Japanese Roll on the Upper West Side serves up bowls from the neighborhood. Between 5-7 pm on Mondays and Tuesdays until May 31, they offer a Special Happy Hour exclusively for Chopsticks NY readers. Meal on Chopsticks NY and receive a 30% discount. Some recommended items from the happy menu include Angry Blue Crab, truffled matcha cake roll and salmon topped with tobiko and scallions and Seared Heart Roll, seared roll topped with scallop and miso, served twice and sprinkled with matcha-crunch for a finishing touch. Raku introduces at least one new roll every two weeks, and they take orders even for rolls ordered on the menu. Those who love matcha can't resist this opportunity.

Location: 27 P. 26th St., Bel Columbus Ave. & Central Park NW
New York, NY 10023 / Tel: 212-483-1230

Introducing New Chai Celebration Giveaway

Made-in

With a company philosophy "Authentic & Traditional," Made-in brings premium Japanese green tea to the U.S. market. For 25 years at the start of their first green tea season, they have imported carefully selected olives directly from Japan and this year they will witness the arrival from Keigohime Perfecture from the beginning of May. bikini reservations have already begun and more Saiten-Cha (SD), Super Premium SD, Select Gold (SD), Gourme-chu with Matcha (SD) and Tea Bag (SD). Supplies are limited, so it is recommended to make online reservations as soon as possible. Celebrating this new crop release, Made-in is giving away a set of Select Gold & Gourme-chu or 10 lucky entrants. To enter this lottery, write your name, address and phone number with subject: "Made-in New Chai Green Tea Present" and email "info@made-in.com" or mail to the address

listed below. Entry deadline is May 20 and the winners will be notified with a delivery of the gift.

Info: www.made-in.com

Giveaway entry address: Made-in
1452 Bronx Avenue, Bronx, NY 10466

Art Jewelry 10% Off for Chopsticks NY Readers

Yuu Mori

Yuu Mori is a designer of a collection of jewelry incorporating master jeweler techniques and traditional Japanese patterns. As a metal jewelry artist using Japanese tradition and her own sensibilities Mori cuts and bends sheeted metals, precisely manipulating the shape like a brush to express a three-dimensional world into art. In April, Yuu Mori's jewelry became available for purchase at T Sempio New York. Until the end of May, Chopsticks NY readers will enjoy a 10% discount on the jewelry. Just mention Chopsticks NY to receive this offer.

Info: www.yuumori.com

Jennifer T-Garden Flower Seller

220 E. 29th St., (bet 1st & 2nd Aves.)
New York, NY 10016
Tel: 212-335-0105 / www.t-garden.com

20% Off for First-time Customers

K'S Saison

K'S Saison offers a number of beauty services than facials and mud is washing. Jia, one of the owners, has more than 25 years of experience to offer optimal care. Joseph co-owner uses New York's Pyrenean Method ID to create a lifestyle based on individual customer. Institute Until May 31, K'S Saison is offering a 20% discount for first time clients mentioning Chopsticks NY when making an appointment.

Location: 102 W. 44th St., Bel Amsterdam & Columbus Ave.
New York, NY 10036
Tel: 212-933-4321 / www.kssaison.com

Trial Language Lessons for Summer

Hols Learning

language school specializing in Asian language instruction Hols Learning is offering trial classes for \$10 for 1 hour this summer. Hols Learning will be having trial classes at multiple language levels for Japanese, Mandarin Chinese, Korean, Thai, and Cantonese. The trial classes are

scheduled to be held from the week of May 20 until May 27. Please visit their website for further information and details.



Location: 240 Lexington Ave., Bel (bet 4th & 5th Sts.)
New York, NY 10016
Tel: 212-331-7102 / www.holslearning.com

"Shoyu" Ceramic Restaurant Relocation to Midtown East

Kajita

Since its opening in 2008 in the East Village former vegetarians "Shoyu" cuisine restaurant Kajita received 2 Michelin stars making it difficult to get a reservation. At the end of March it moved to Midtown East relocating to the second floor where the quiet and peaceful atmosphere of a Kyoto restaurant is reproduced. The tea they provide comes from a teahouse in Kyoto with 250 years of history. Along with their restaurant, Kajita also started serving lunch for the first time, such as noodles and rice bowls, as well as easy to eat on-the-go dishes. Shoyu cuisine refers to a type of vegetarian cooking that originates in Zen Buddhism, regarded as the foundation of all Japanese cuisine, especially because it is multi-course meal with fresh prepared ingredients beautifully arranged on plates. They also served Kaiseki on the first floor, a lunch set menu consisting with fish and eggs on the plate.

Location: 225 E. 29th St., Bel (bet 1st & 2nd Aves.)
New York, NY 10016
Tel: 212-339-4839
www.kajitany.com

Promoting Prestigious 5 Star Award

ANA (All Nippon Airways)



ANA Group is the first ever Japanese airline that has won the highest rating of "5 star" by a British company SKYTRAX. The screening criteria of more than 800 categories from airport to onboard were evaluated, and review are required to maintain consistent high-quality service to hold the rating. This year ANA was also named "Airline of the Year 2013" by Air Transport World, the leading US aviation magazine, as well as having won the first place for "Lowest Global Discourtesy" and the best "On-time Performance Service" among the major global airlines by FlightStats. ANA's overall rating from financial performance, management skills, punctuality, to quality service has each been rated the best in the world. ANA continues to strive to provide its customers around the world with safe, high-quality air travel and service.

800-446-2333 www.ana.com

Grand Opening Offer Pasta Sandwich



Pasta So which offers freshly made to order menu including innovative Vietnamese appetizers, unique sandwiches, baguettes, and coffee imported from Vietnam. To celebrate their grand opening, Pasta Sandwich is having a special deal: spend \$15 and get a free sandwich of your choice. So can to visit Chopsticks NY when you place your order. Offer is valid thru May 31.

Address: 112 West St. (bet. Beaver & Canal Sts.) New York, NY 10013
Tel: 212-969-7229

212 West St. (bet. Beaver & Canal Sts.) New York, NY 10013
Tel: 212-969-7229
www.pastasandwiches.com

Cosmo Japanese Straight Perm at Special Price Salon Vign

Salon Vign is at the pinnacle of how design, creating sophisticated looks that are deceptively precise and effective. Inside this room May, just in time for the spring, Salon Vign will offer Cosmo Japanese Straight Perm for \$180 and up (reg. \$300) and up. In addition, customers getting this service will receive a free intensive treatment for home care. Results are completely different from previous straightening, giving naturally straight shape, smooth texture and softness with no frizz. Promotions of limited period of time.

Address: 22 E. 1st St. (bet. Avenue A & 2nd Ave.)

New York, NY 10003
Tel: 212-446-0460 (Regal), 212-383-2222 (Express)
www.salonvign.com

Free Cocktail Deal Ari Sushi

Located in Brooklyn Heights, Ari Sushi is an authentic Japanese restaurant and bar that offers sashimi and sashimi that are not found in the typical California Roll or Shrimp Tempura. Now, at anytime you can buy one cocktail and receive the same cocktail for free when you mention Chopsticks NY. This deal is valid thru May 31.

Address: 147 Montague St. (bet. Clinton & Army Sts.), 2FL Brooklyn, NY 11201
Tel: 718-702-1600/1601 | www.arisushbrooklyn.com



Mother's Day Gift Campaign for Golden Patisserie ARSOA

Devoted to making dessert using natural ingredients, Japan's ARSOA is now available for purchase online in the U.S. The first 50 people to purchase a product on the website will receive a gift gift. Enter CHOPSTICKS promotion code in the "Note for Seller Box" when buying online. The offer ends May 31. www.arsoa.com



ARSOA

50% Off Facial Rejuvenation Acupuncture Market Acupuncture

Alex Goren-Done learned acupuncture and massage therapy at Meisha Acupuncture, is currently offering a 50% discount on facial rejuvenation withupuncture packages (reg. \$3,000 for 10 sessions) for first-time customers. Look and feel your best naturally with a holistic approach to beauty that avoids potentially dangerous cosmetic procedures and utilizes the wisdom of East Asian medicine.

Address: 50 Greene St. (bet. Grand and Greene Sts.), 2FL New York, NY 10013
Tel: 347-949-5625
www.marketacupuncture.com

50% Off Spring Campaign Bio Holistic Center

With expertise in shiatsu (acupressure) massage and herbal medicine, Japanese healing center Bio Holistic Center will held a spring campaign until May 21. During this period of three one-hour massage tickets are purchased at once, the total will be \$120, making each visit \$3.60 (reg. \$36). Select from either a deep tissue massage or shiatsu. Other available to any customer not limited to their names and location do not have to be used solely by the purchaser. Give a gift or treat yourself and your body to holistic healing.



Hair Salon Celebrating 1st Anniversary with Promotion Rebirth



Japanese beauty salon in the East Village, Rebirth, is celebrating their one-year anniversary. Owned by stylist Mr. Ryuu Uchida, with over 20 years of salon experience in both Japan and the United States, he creates great hairstyles for any hair type. An expert in Asian hair, which has distinct characteristics, Mr. Uchida can manage Asian hair types while incorporating contemporary styles and methods. By staying ahead with trends in Japan, Mr. Uchida can also offer current Tokyo styles. He frequently does hair and make-up for actresses and singers in both Japan and the U.S. Rebirth staff includes veteran Japanese stylists whose work has been featured in fashion shows and maga-



Lexington, 22 E. 57th St., (bet. Madison & 5th Ave.), 3rd fl.
New York, NY 10022
Tel: 212.319.5300 | www.luxuryart.com

All Stripes! See and Be Seen Promotional for Summer Brasilis New York

Custom-fit lingerie boutique, Brasilis New York, is holding special promotions for the month of May. For the entire month all stripes items and Natori products will be 10% off! For Mother's Day they will have a curated selection of every Emporio and comfortable nighties, as well as gift certificates for those who want to treat their special someone to their choice of lingerie. Don't miss out on this opportunity to look and feel your best this summer!

Creator: ST. Edmund St., 6th Floor # 3pm St. 2
New York, NY 10019
Tel: 212.941.5429

44 Madison Ave.,
(bet. 206 & 216 St.)
New York, NY 10016
Tel: 212.319.2929

133-20 29th Ave.,
(bet. Sherman Gulch/Queens East/Rand)
Suite #E, Fl. 2F
Flushing, NY 11354
Tel: 718.852.3245

www.brasilisnewyork.com

Free Noodle Samples to Restaurants

WORLDWIDE SOBA, INC.
Noodle manufacturer Worldwide Soba, offers its MISO ramen, ramen soups, miso and soba and has provided these products to numerous restaurants like JIN KIRIN, DASARAKA, RAMEN SOBA TOTD as well as to star chefs such as Gordon Ramsay and Nobu Matsuhisa. Worldwide Soba is offering a sample of free noodle for restaurants until the end of May. For more information contact worldwide_soba_ny@yahoomail.com. Everything can be purchased by order from the thickness of the noodles, vegetables, to fresh toppings soups and cold soba within 2 days.

worldwide-soba.com
worldwide_soba_ny@yahoomail.com

Karate Tournament:

Japanes 27

From July Japan 27 will hold a Team Karate Tournament with a cash prize of \$1000. The tournament consist of 5 members and entry fee is \$100 per group (\$ 20 per person).

Free gift up to \$100 worth will be given to each member on the day of the event. After the application deadline, matches will be randomly assigned. Matches will be held every Sunday from 6-8 pm and there are variety of categories that concern to win. Entry form can be found on the Japan 27 Facebook page. Participants should bring it along with the entry fee to Japan 27. Non-competing applications, deadline subject to change. For more information about the scoring methods and conditions, contact Jason 27
Creator: 384-3rd Ave., bet. 26th & 27th Sts.
New York, NY 10010
Tel: 212.689.2351 | www.japan27.com

Mother's Day Gift Campaign

Dr. Cucco

Dr. Cucco's philosophy is to help people with their own concerns so they can live their lives with confidence and feel and look their youngest everyday. Until the end of May, in appreciation of Mother's Day a special campaign will be held. Those who purchase \$100 or more will get Aqua-Collagen-Gel French-Gel, Ex. 30g, French-Lit. Moisture lotion (30ml), French-Lit. Dairying & Massage (25g) and French Gold Facial wash cream as a present. For customers purchasing over \$200 they will additionally receive the Aqua-Collagen-Gel Deep Macerated Mask (2 sheets), Aquaskin-Berry OR Essence (15ml), 99% Mineral Powder Lotion Pressed (20g), 99% Perfect Cream, Mineral Powder and 99% Perfect Cream Light pouch. Limited while supplies last.

Tel: 1-888-277-5234
dr.cuccoderm.com

Free First Art Class

Resolute

Resolute offers a space where artists can meet and collaborate to create new and innovative art. These artists also provide Resolute art classes for children such as manga drawing, Sims and crafts, anime character drawing and afternoons: Unicorns classical dance classes. The manga drawing class allows you to create your own short manga comic, characters and stories, and there's also a chance to exhibit artwork at a gallery. Competitors will receive what brings to the May issue will receive the first class free. This promotion applies to any 10th class session, but all classes \$100 off per item.

Address: 40-24 29th St., Long Island City, NY 11101
Tel: 718.264.3900 | www.resolute.me

Reserve 60% off Your Initial Chiropractic Visit!

Dr. Cucco Chiropractic

Chiropractic promotes optimal health and wellness. Dr. Cucco has been practicing on the Upper East Side for the past 12 years. Aligning the spine with chiropractic adjustments enhances performance. From now until May 31, new patients at Dr. Cucco Chiropractic will receive 60% off their initial visit. Services include a detailed exam, adjustment and x-rays if necessary. Whether you would just like to relieve your spine or are suffering from pain, Dr. Cucco will provide you with the chiropractic care specific to your needs.

Address: 107 E. 82nd St., bet. Park & Lexington Aves.
New York, NY 10028
Tel: 212.646.8552 | www.dr.cucco.com



Spring Tea Ceremony Omotesenka Style Sado School "Chanoyu Murasaki"

It hopes to introduce Japanese culture and increase a deeper interest in Japanese tea ceremony. Omotesenka style instructor Ryoko Kubonari has hosted the spring tea ceremony at New Jersey's The Kids International Workday School and The Brooklyn Senior Japanese School. Kubonari conducted a tea ceremony demonstration and instructed children on Japanese etiquette, how to bow and how to take a seat at a tea room. She also talked about the importance for Sen no Rikyu, a historical figure with a profound influence on the Japanese "Way of Tea". Children are sensitive for learning Japanese art history as well as manners through the tea ceremony, so these events will be actively held at the



school in the future
Info: www.murasaki-tea.com (English)
www.murasaki-chanyoku.com (English)

House Foods
www.house-foods.com

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ADVENTURE
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TOFU!**



DREAMWORKS
THE CROODS
ONLY IN THEATRES

Welcome to ARSOA



Naturally Truly Beautiful

Japan's natural cosmetic brand ARSOA comes to US

www.arsoa-usa.com

MOTHER'S DAY CAMPAIGN

First 50 purchases receive our special resort kit
type campaign code "chopsticks" in note for seller box at check out



customerservice@arsoa-usa.com

ARSOA